### Monthly Online Spending for Groceries

<table>
<thead>
<tr>
<th></th>
<th>Apr '20</th>
<th>Apr '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billions (USD)</td>
<td>$7.2</td>
<td>$8.4</td>
</tr>
</tbody>
</table>

### Methods Used to Receive Online Orders

- **Delivery**: 49.4% (Apr '20), 47.8% (Apr '21)
- **Pickup**: 56.1% (Apr '20), 56.7% (Apr '21)
- **Ship-to-home**: 35.6% (Apr '20), 39.9% (Apr '21)

### Combined Pickup & Delivery Sales Share

- Apr '20: 73.6%
- Apr '21: 78.1%

### Percent of 1st & 4th Time Customers

<table>
<thead>
<tr>
<th>Order</th>
<th>Apr '20</th>
<th>Apr '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>28.5%</td>
<td>19.7%</td>
</tr>
<tr>
<td>≥ 4th</td>
<td>37.2%</td>
<td>42.8%</td>
</tr>
</tbody>
</table>

### Average # of Monthly Online Orders

<table>
<thead>
<tr>
<th></th>
<th>Apr '20</th>
<th>Apr '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Monthly Active User</td>
<td>2.68</td>
<td>2.73</td>
</tr>
</tbody>
</table>

### Likelihood to Use Service Again

- Apr '20: 51.2%
- Apr '21: 53.6%

---

**“Grocery” Definition**
- Comprises product categories typically found in a conventional supermarket
- Includes food (UPC & PLU), beverages, HBC, nonfood, general merchandise, and alcohol

**Online Order Receiving Methods**
- **Pickup**, e.g., curbside, in-store, or locker at store or designated location
- **Delivery**, e.g., attended or unattended drop-off via 1P or 3P provider
- **Ship-to-home**, e.g., distributed by common or contact carrier

**Retail Formats**
- **Grocery**, e.g., Kroger, FreshDirect, Aldi
- **Mass**, e.g., Meijer, Target, Walmart
- **Club**, e.g., BJ’s, Costco, Sam’s Club
- **Amazon pure-play**, e.g., Subscribe & Save
- **Meal Kits**, e.g., Blue Apron, Hello Fresh
- **Other**, e.g., Beauty, Drug, Dollar, Pet

---

To subscribe to the full monthly report, [click here](#) to view more information.