**eGrocery Dashboard | Total U.S.** *(Feb. YOY)*

**Monthly Online Spending for Groceries**
All Retail Formats and Receiving Methods

- **Feb '21:** $8.0
- **Feb '22:** $8.7

**Methods Used to Receive Online Orders**
Percent of Monthly Active Users

<table>
<thead>
<tr>
<th>Method</th>
<th>Feb '21</th>
<th>Feb '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>53%</td>
<td>57%</td>
</tr>
<tr>
<td>Pickup</td>
<td>44%</td>
<td>45%</td>
</tr>
<tr>
<td>Ship-to-home</td>
<td>37%</td>
<td>43%</td>
</tr>
</tbody>
</table>

**Combined Pickup & Delivery Sales Share**
All Retail Formats

- **Feb '21:** 77%
- **Feb '22:** 84%

**AOV 1st & 4th Time Customers**
Grocery & Mass/Supercenter

<table>
<thead>
<tr>
<th>Order</th>
<th>Feb '21</th>
<th>Feb '22</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>$68</td>
<td>$69</td>
</tr>
<tr>
<td>≥ 4th</td>
<td>$102</td>
<td>$100</td>
</tr>
</tbody>
</table>

*AOV = average order value, includes only pickup and delivery orders.

**Average # of Monthly Online Orders**
All Retail Formats and Receiving Methods

<table>
<thead>
<tr>
<th></th>
<th>Feb '21</th>
<th>Feb '22</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.66</td>
<td>2.73</td>
</tr>
</tbody>
</table>

**Likelihood to Use Grocery Service Again**
Grocery & Mass/Supercenter

- **Feb '21:** 58.1%
- **Feb '22:** 62.4%

**“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
- **Dollar,** e.g., Dollar General, Dollar Tree
- **Other,** e.g., Beauty, Convenience, Drug, Pet

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