**Monthly Online Spending for Groceries**

- **All Retail Formats and Receiving Methods**
  - 8/21: $8.6
  - 9/21: $8.0
  - 10/21: $8.1

**Methods Used to Receive Online Orders**

- **Percent of Monthly Active Users**
  - Delivery: 37.8% (8/21), 41.6% (9/21), 37.9% (10/21)
  - Pickup: 31.9% (8/21), 32.9% (9/21), 32.5% (10/21)
  - Ship-to-home: 30.3% (8/21), 25.6% (9/21), 29.6% (10/21)

**Combined Pickup & Delivery Sales Share**

- **All Retail Formats**
  - 8/21: 77.2%
  - 9/21: 79.4%
  - 10/21: 79.0%

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

- **Grocery & Mass/Supercenter**
  - Order: 1st: 22.2% (8/21), 20.1% (9/21), 22.2% (10/21); ≥ 4th: 41.8% (8/21), 48.4% (9/21), 45.0% (10/21)

**Average # of Monthly Online Orders**

- **All Retail Formats and Receiving Methods**
  - Per Monthly Active User: 8/21: 2.73, 9/21: 2.76, 10/21: 2.74

**Extremely/Very Likely to Use Service Again**

- **Grocery & Mass/Supercenter**
  - 8/21: 60.0%
  - 9/21: 61.4%
  - 10/21: 57.2%

**Retail Formats**

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

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