eGrocery Dashboard | Total U.S. (Jun)

Monthly Online Spending for Groceries
All Retail Formats and Receiving Methods

- Billsions (USD)
  - Jun '21: $6.8
  - Jun '22: $7.2

Methods Used to Receive Online Orders
Percent of Monthly Active Users

- Delivery: 55.1%
- Pickup: 54.9%
- Ship-to-home: 44.1%
  - Jun '21: 45.2%
  - Jun '22: 41.6%

Combined Pickup & Delivery Sales Share
All Retail Formats

- Jun '21: 77.7%
- Jun '22: 81.8%

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

- Order
  - 1st: $56
  - ≥ 4th: $101

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

- Per Monthly Active User
  - Jun '21: 2.70
  - Jun '22: 2.61

Likelihood to Use Grocery Service Again
Grocery & Mass/Supercenter

- % Extremely/Very Likely
  - Jun '21: 60.2%
  - Jun '22: 62.6%

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

Source: Brick Meets Click/Mercatus Grocery Shopping Survey

“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
- Convenience, e.g., 7-Eleven, Gopuff
- Other, e.g., Beauty, Drug, Pet

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