Monthly Online Spending for Groceries
All Retail Formats and Receiving Methods

- **Billions (USD)**
  - **Sep '21**: $8.0
  - **Sep '22**: $7.8

Methods Used to Receive Online Orders
Percent of Monthly Active Users

- **Delivery**: 57.1% (Sep '21), 53.0% (Sep '22)
- **Pickup**: 47.1% (Sep '21), 42.4% (Sep '22)
- **Ship-to-home**: 36.4% (Sep '21), 40.4% (Sep '22)

Combined Pickup & Delivery Sales Share
All Retail Formats

- **All Retail Formats**
  - **Sep '21**: 79.4%
  - **Sep '22**: 82.9%

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

- **Order**
  - **1st**: $58 (Sep '21), $68 (Sep '22)
  - **≥ 4th**: $102 (Sep '21), $104 (Sep '22)

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

- **Per Monthly Active User**
  - **Sep '21**: 2.76
  - **Sep '22**: 2.52

Likelihood to Use Grocery Service Again
Grocery & Mass/Supercenter

- **% Extremely/Very Likely**
  - **Sep '21**: 61.4%
  - **Sep '22**: 60.6%

Research sponsored by
Meratus

“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

Source: Brick Meets Click/Mercatus Grocery Shopping Survey

To subscribe to the full monthly report, click here for more information.

Copyright © 2022 Brick Meets Click