eGrocery Dashboard | Total U.S. (May)

Monthly Online Spending for Groceries
All Retail Formats and Receiving Methods

- **Billions (USD)**
  - May '22: $7.1
  - May '23: $6.9

Methods Used to Receive Online Orders
Percent of Monthly Active Users

- Delivery
  - May '22: 56.6%
  - May '23: 55.3%
- Pickup
  - May '22: 45.9%
  - May '23: 40.5%
- Ship-to-home
  - May '22: 39.9%
  - May '23: 37.3%

Combined Pickup & Delivery Sales Share
All Retail Formats

- May '22: 80.4%
- May '23: 83.2%

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

<table>
<thead>
<tr>
<th>Order</th>
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<th>May '23</th>
</tr>
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<tbody>
<tr>
<td>1st</td>
<td>$69</td>
<td>$74</td>
</tr>
<tr>
<td>≥ 4th</td>
<td>$100</td>
<td>$105</td>
</tr>
</tbody>
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*AOV = average order value, includes only pickup and delivery orders.

Likelihood to Use Grocery Service Again
Grocery & Mass/Supercenter

- May '22: 62.7%
- May '23: 60.0%

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Source: Brick Meets Click/Mercatus Grocery Shopping Survey

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