eGrocery Dashboard | Total U.S. (Jun)

Monthly Online Spending for Groceries
All Retail Formats and Receiving Methods

$7.2
Jun '22

$7.1
Jun '23

Methods Used to Receive Online Orders
Percent of Monthly Active Users

- Delivery
- Pickup
- Ship-to-home

Jun '22

Jun '23

Combined Pickup & Delivery Sales Share
All Retail Formats

81.8%
Jun '22

83.4%
Jun '23

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

<table>
<thead>
<tr>
<th>Order</th>
<th>Jun '22</th>
<th>Jun '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>$66</td>
<td>$67</td>
</tr>
<tr>
<td>≥ 4th</td>
<td>$100</td>
<td>$105</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

Per Monthly Active User

2.61
Jun '22

2.47
Jun '23

Likelihood to Use Grocery Service Again
Grocery & Mass/Supercenter

% Extremely/Very Likely

Jun '22

Jun '23

82.7%
62.6%

83.4%
62.6%

“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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