# eGrocery Dashboard | Total U.S. (Aug)

**Monthly Online Spending for Groceries**
All Retail Formats and Receiving Methods

- **Aug ’22**: $8.5 Billions (USD)
- **Aug ’23**: $9.3 Billions (USD)

**Methods Used to Receive Online Orders**
Percent of Monthly Active Users

- Delivery
- Pickup
- Ship-to-home

- **Aug ’22**:
  - Delivery: 54.2%
  - Pickup: 44.1%
  - Ship-to-home: 43.7%

- **Aug ’23**:
  - Delivery: 54.8%
  - Pickup: 45.6%
  - Ship-to-home: 42.4%

**Combined Pickup & Delivery Sales Share**
All Retail Formats

- **Aug ’22**: 83.3%
- **Aug ’23**: 82.6%

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

<table>
<thead>
<tr>
<th>Order</th>
<th>Aug ’22</th>
<th>Aug ’23</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>$68.89</td>
<td>$65.27</td>
</tr>
<tr>
<td>≥ 4th</td>
<td>$99.87</td>
<td>$106.26</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

- **Aug ’22**: 2.64 Per Monthly Active User
- **Aug ’23**: 2.65 Per Monthly Active User

**Likelihood to Use Grocery Service Again**
Grocery & Mass

- **Aug ’22**: 63.4% Extremely/Very Likely
- **Aug ’23**: 64.9% Extremely/Very Likely

**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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Source: Brick Meets Click/Mercatus Grocery Shopping Survey

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