

The US Online Grocery Market: Size, Trends & Forecasts (2020-2024 Edition)

February 2020



The US Online Grocery Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Market Analysis

Dynamics

Competitive Landscape

Company Profiles

The US Online Grocery Market: Coverage

Scope of the Report

Attributes	Details
Title	The US Online Grocery Market: Size, Trends & Forecasts (2020-2024 Edition)
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2020-2024
Competition in the Market	Market is dominated by few major players.
Key Players	Walmart Inc., Amazon.Com, Inc., The Kroger Co., and Costco Wholesale Corporation.

The US Online Grocery Market

Executive Summary

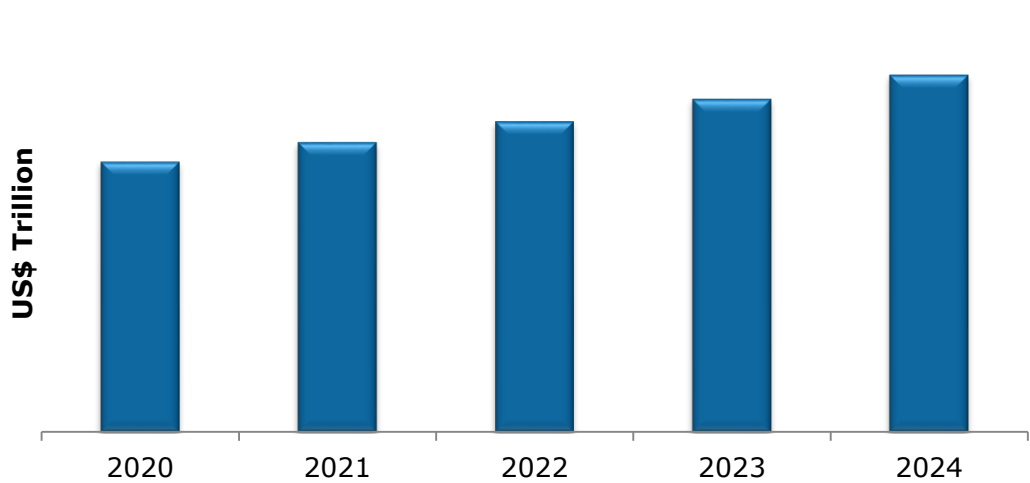
Grocery generally refers to food and beverages items as well as consumables. In the tech-savvy world, there is hardly any field or area is left where technological advancements have not taken place. And grocery shopping is also not far behind in this race. In older days, people generally do grocery shopping from their nearby convenience or supermarket stores. But, with the increasing penetration of internet and smartphones, online grocery shopping has gained popularity over the past few years.

Grocery stores can be broadly categorized into three formats: small format, large format, and electronic/online. Online grocery shopping is a recent trend that has developed as a form of e-commerce. Such type of stores can be either in the form of brick-and-mortar supermarket or general grocery stores that allow the customers to shop online from the comfort of their own homes or work places. These online stores made grocery shopping easier and convenient for the customers with the help of internet.

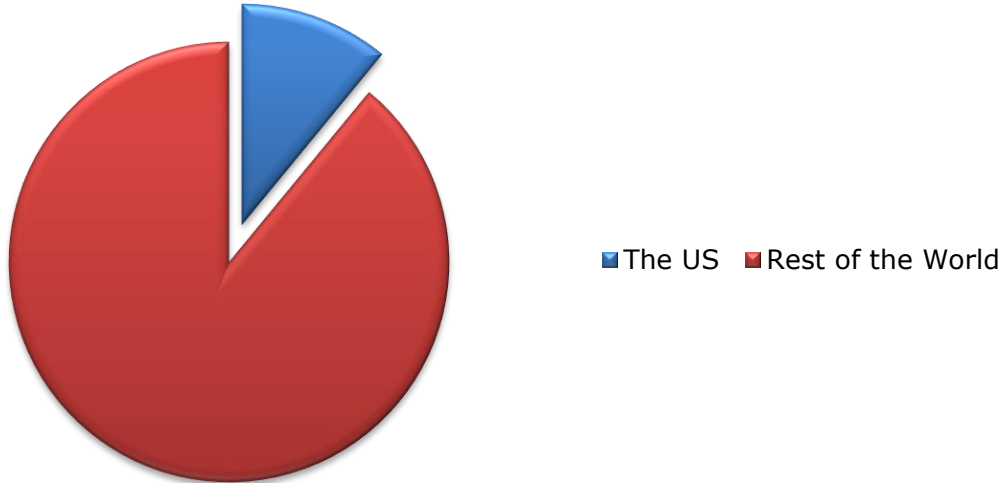
Currently, in grocery shopping, online channels accounted for a small proportion of the total grocery market in the US, but anticipations are made that the market would gain momentum over the next five years i.e. 2020 to 2024. The market is expected to grow on the back of rising millennial population, growing e-commerce market, expansion of business models by major players, integration of voice technology, rising demand for grocery apps etc. However, the growth of the market is restrained by factors such as escalating storage and delivery cost, lack of personal verifiability of groceries, price fluctuation of grocery items etc.

Grocery Retail Market: Global Analysis

**Global Grocery Retail Market by Value;
2020-2024 (US\$ Trillion)**



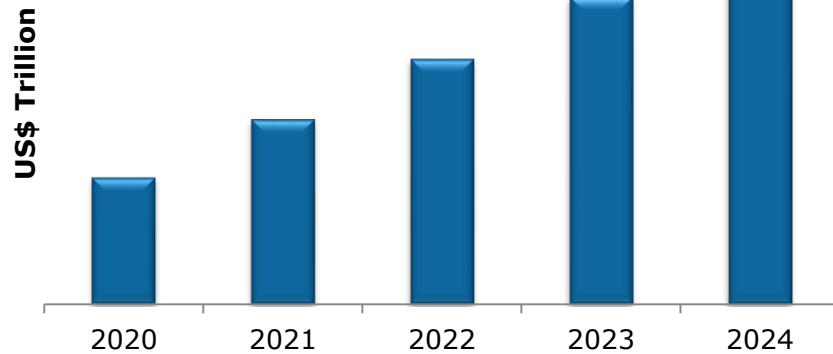
**Global Food & Grocery Retail Market by
Region; 2019**



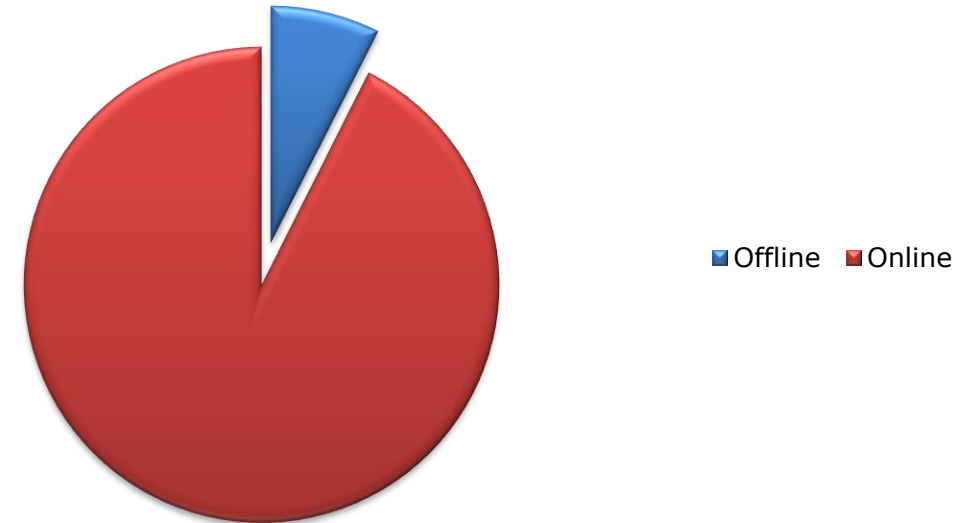
Global grocery retail market is projected to reach US\$.....trillion by the end of 2024 from US\$.....trillion in 2020 with a CAGR of% over the same years.

Grocery Retail Market: The US Analysis

The US Grocery Retail Market by Value;
2020-2024 (US\$ Trillion)



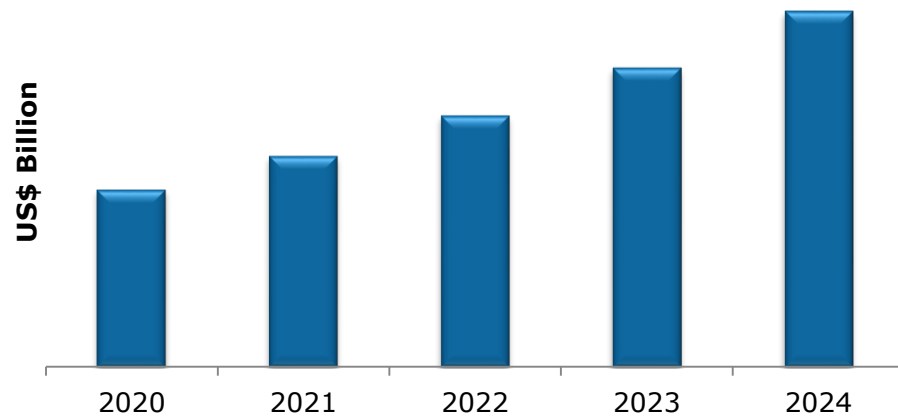
The US Grocery Retail Market by Channels; 2019



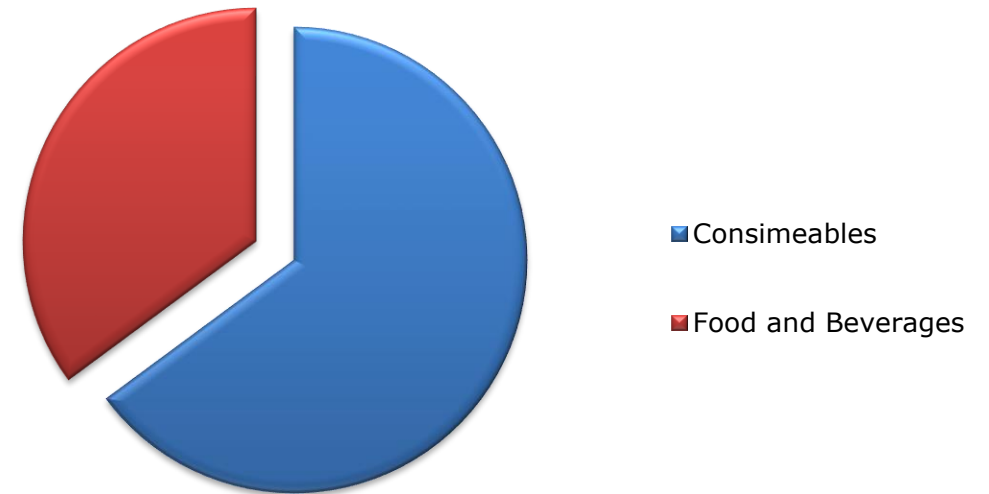
CAGR	
2020-2024	xx%

Online Grocery Market: The US Analysis

The US Online Grocery Market by Value;
2020-2024 (US\$ Billion)



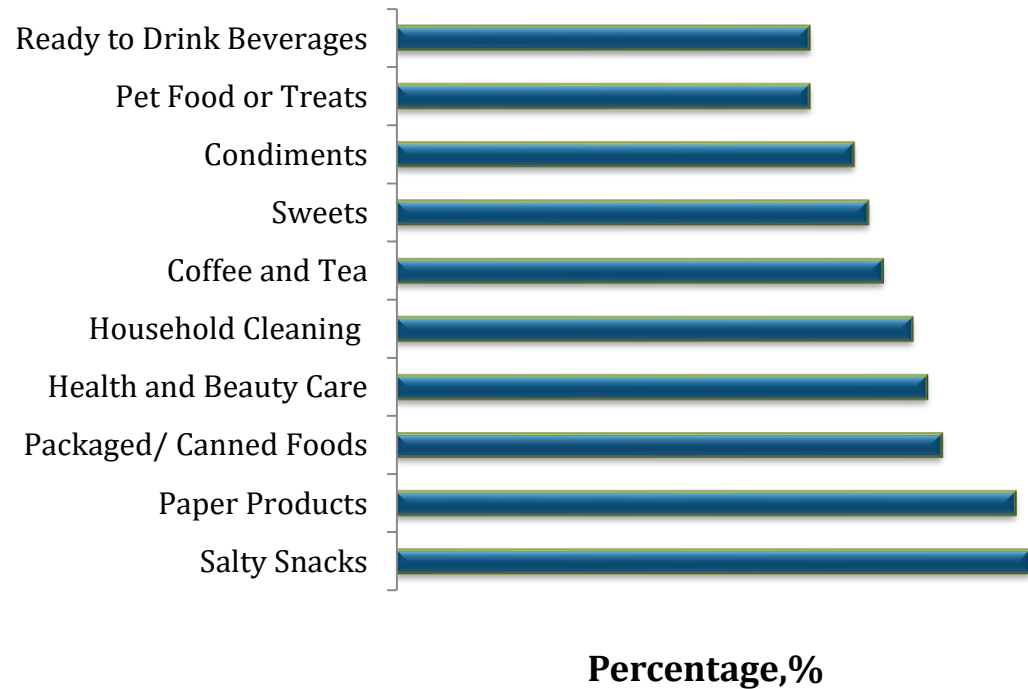
The US Online Grocery Market by Segments; 2019



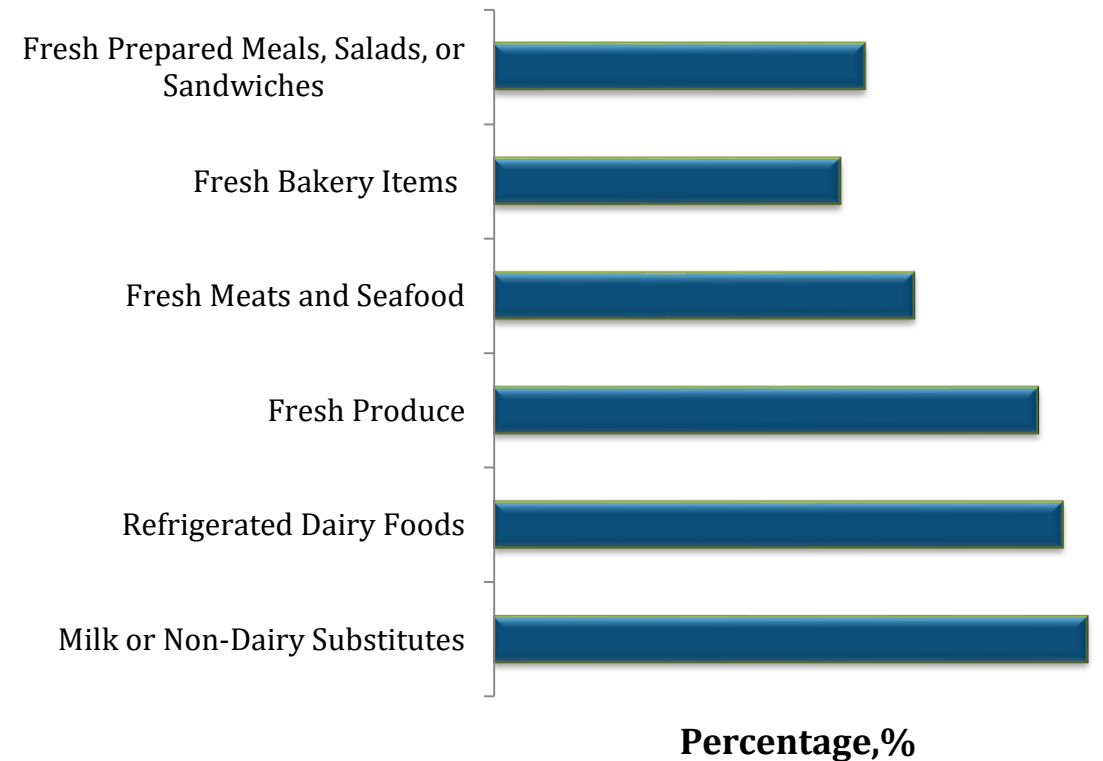
CAGR	
2020-2024	xx%

Online Grocery Market: The US Analysis

The US Online Grocery Market by Top 10 Categories Bought Online; 2019 (Percentage,%)

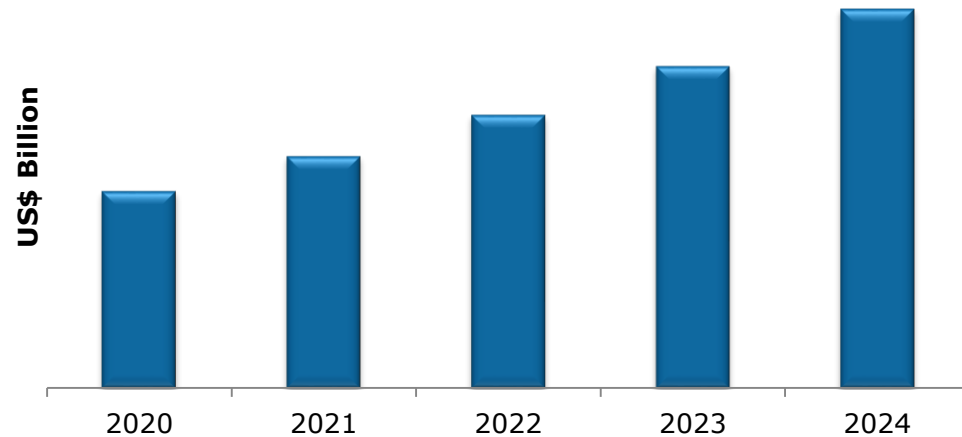


The US Online Grocery Market by Fresh Categories Bought Online; 2019 (Percentage,%)

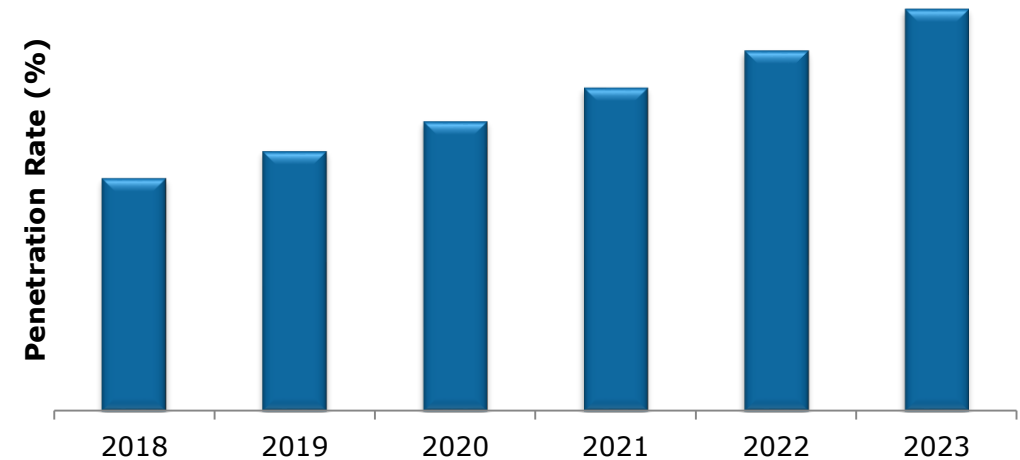


The US Online Grocery Market: Segment Analysis

The US Online Consumables Market by Value;
2020-2024 (US\$ Billion)



The US Online Consumables Market by Penetration
Rate; 2018-2023 (%)



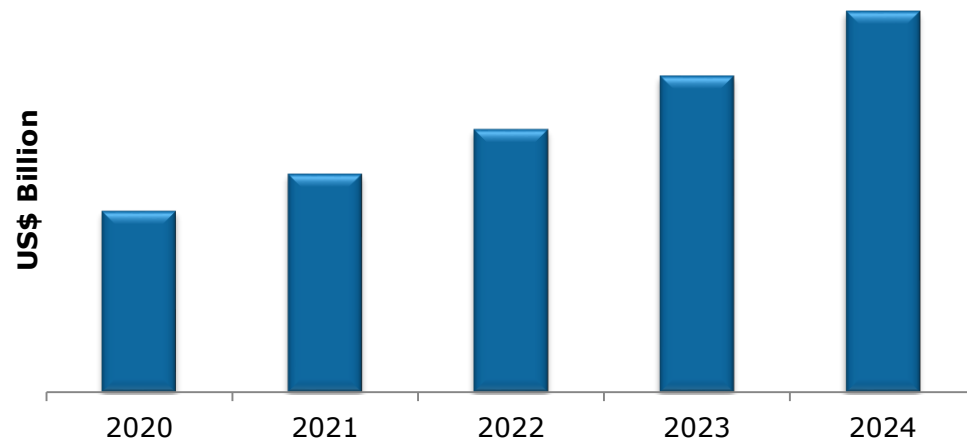
CAGR

2020-2024

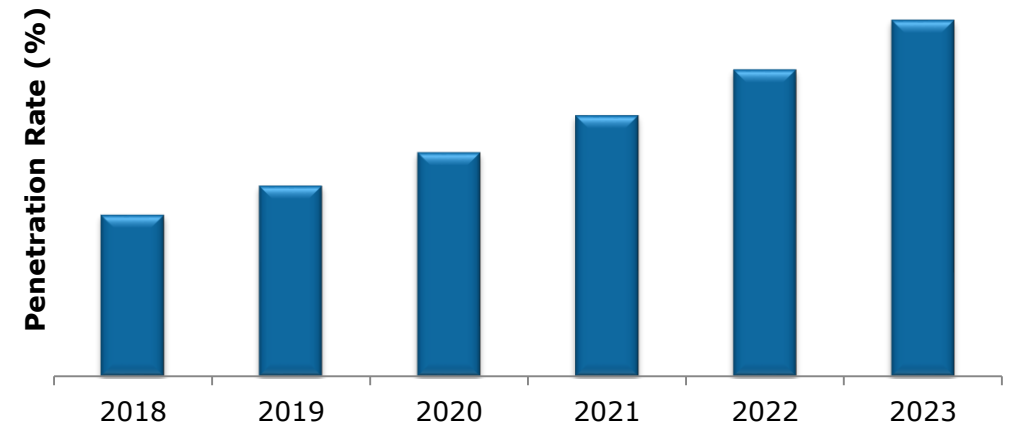
xx%

The US Online Grocery Market: Segment Analysis

The US Online Food & Beverages Market by Value;
2020-2024 (US\$ Billion)



The US Online Food & Beverages Market by
Penetration Rate; 2018-2023 (%)



CAGR	
2020-2024	xx%

Online Grocery Market: Dynamics



Growth Driver

- Rising Millennial Population
- Growing E-Commerce Market

Challenges

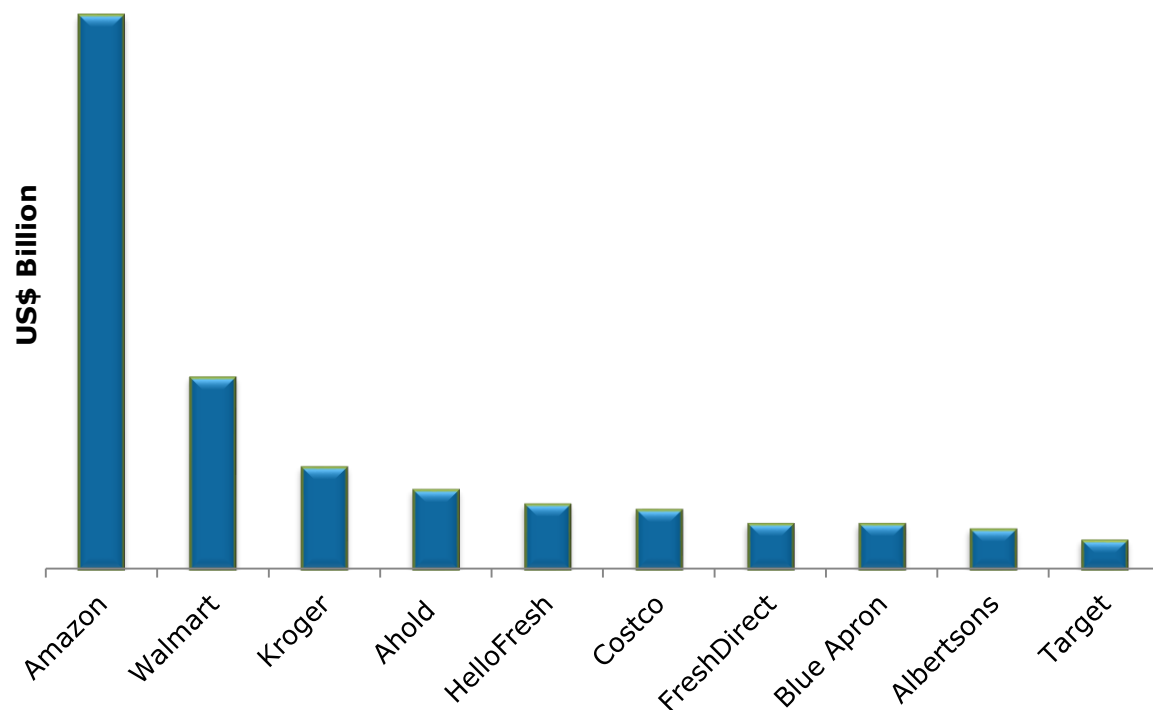
- Escalating Storage and Delivery Cost
- High Delivery Prices and Inefficiency

Market Trends

- Integration of Voice Technology
- Optimizing Digital Presence

Online Grocery Market: Competitive Landscape

The US Top 10 Retailers by Ecommerce Grocery Sales; 2018 (US\$ Billion)



The US Online Grocery Market by Players; 2017

