

# The U.S. Online Grocery Market: Size, Trends & Forecasts (2019-2023)

January 2019



# The U.S. Online Grocery Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Market Analysis

Dynamics

Competitive Landscape

Company Profiles

# The U.S. Online Grocery Market: Coverage

## Scope of the Report

Attributes	Details
Title	The U.S. Online Grocery Market: Size, Trends & Forecasts (2019-2023)
Coverage	The U.S.
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
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 U.S. Online Grocery Market

## Executive Summary

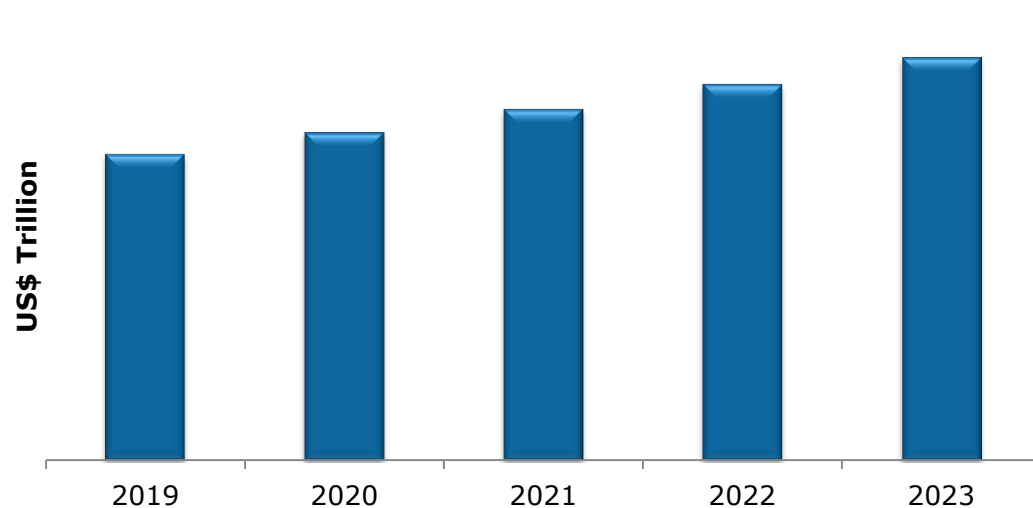
Grocery generally refers to food and beverages items as well as consumables. In the tech-savvy world, there is hardly any field or area is left where technological advancements have not taken place. And grocery shopping is also not far behind in this race. In older days, people generally do grocery shopping 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.

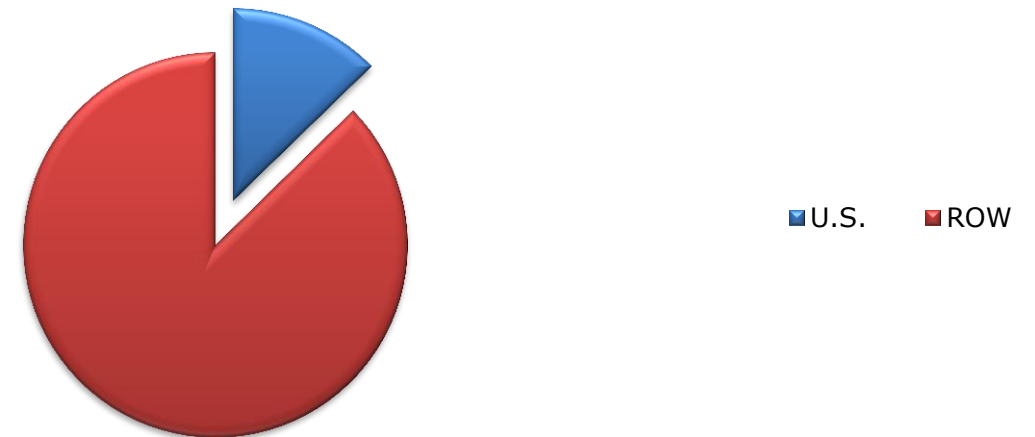
Currently, in grocery shopping, online channels accounted for a small proportion of the total grocery market in the U.S., but anticipations are made that the market would gain momentum over the next five years i.e. 2019 to 2023. The market is expected to grow on the back of rising millennial population, 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.

# Food & Grocery Retail Market: Global Analysis

Global Food & Grocery Retail Market by Value; 2019-2023E (US\$ Trillion)



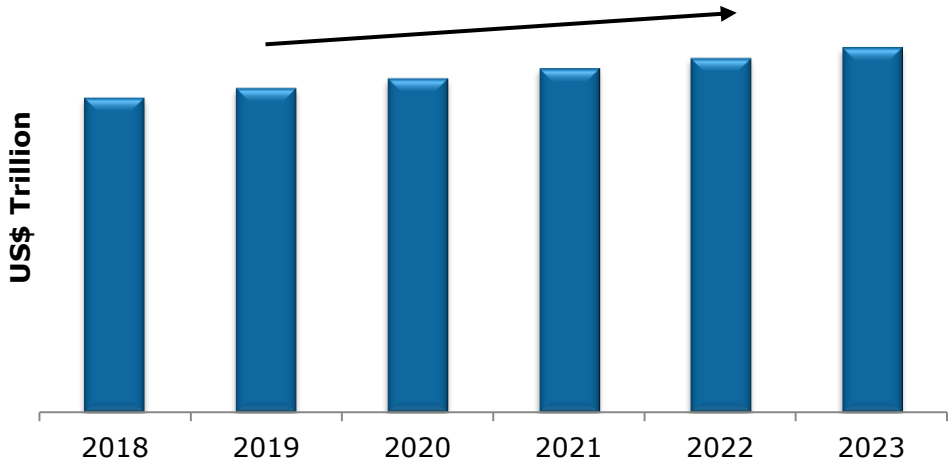
Global Food & Grocery Retail Market by Region; 2018



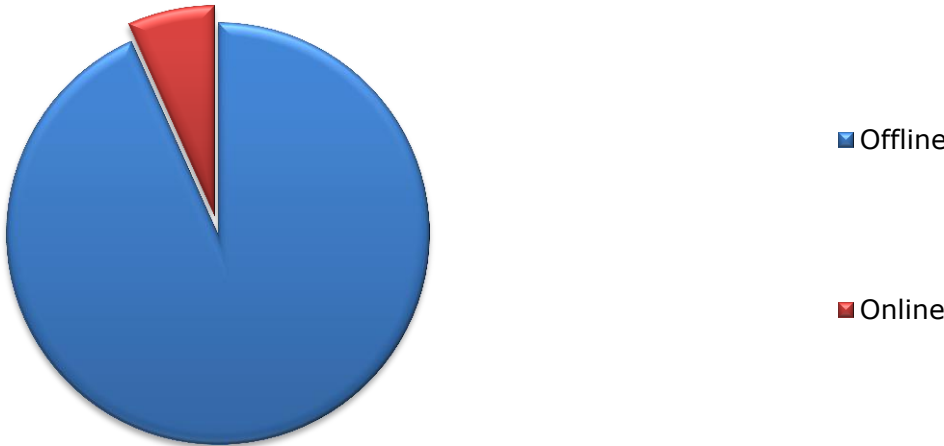
Global food & grocery retail market is projected to reach US\$.....trillion by the end of 2023 from US\$.....trillion in 2018 with a CAGR of .....% over the same years.

# Grocery Retail Market: The U.S. Analysis

The U.S. Grocery Retail Market by Value; 2018-2023E (US\$ Trillion)



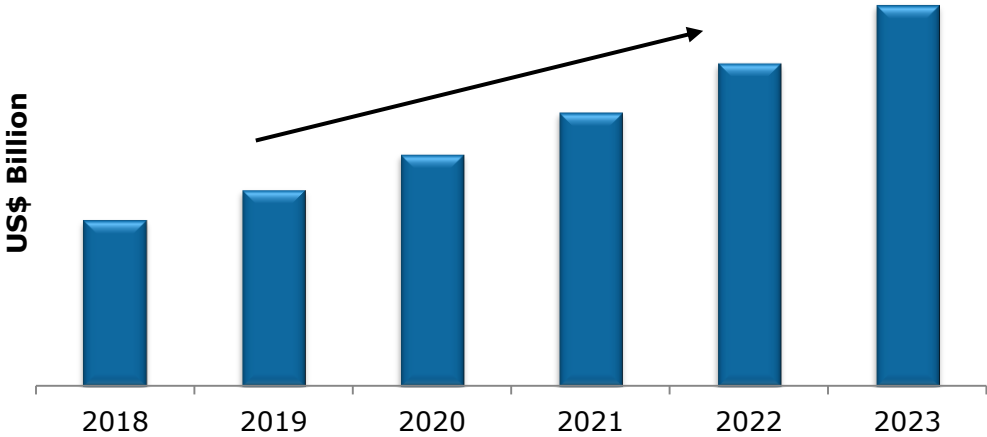
The U.S. Grocery Retail Market by Channels; 2018



CAGR	
2019-2023	xx%

# Online Grocery Market: The U.S. Analysis

The U.S. Online Grocery Market by Value; 2018-2023E (US\$ Billion)



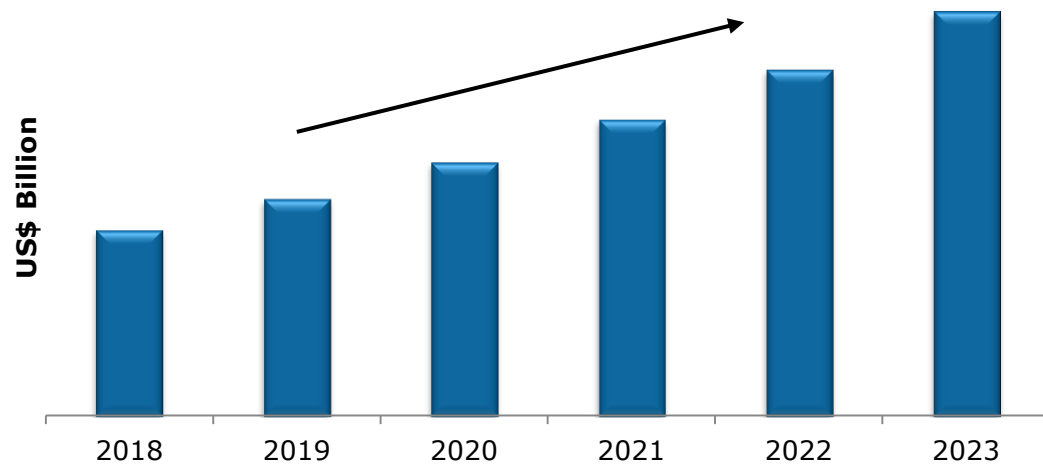
The U.S. Online Grocery Market by Segments; 2018



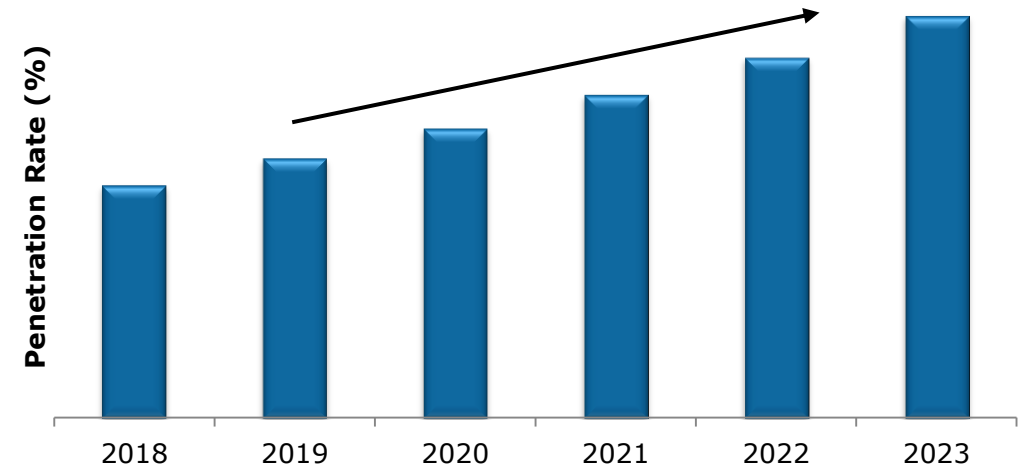
CAGR	
2019-2023	xx%

# The U.S. Online Grocery Market: Segment Analysis

The U.S. Online Consumables Market by Value;  
2018-2023E (US\$ Billion)



The U.S. Online Consumables Market by  
Penetration Rate; 2018-2023E (%)



CAGR

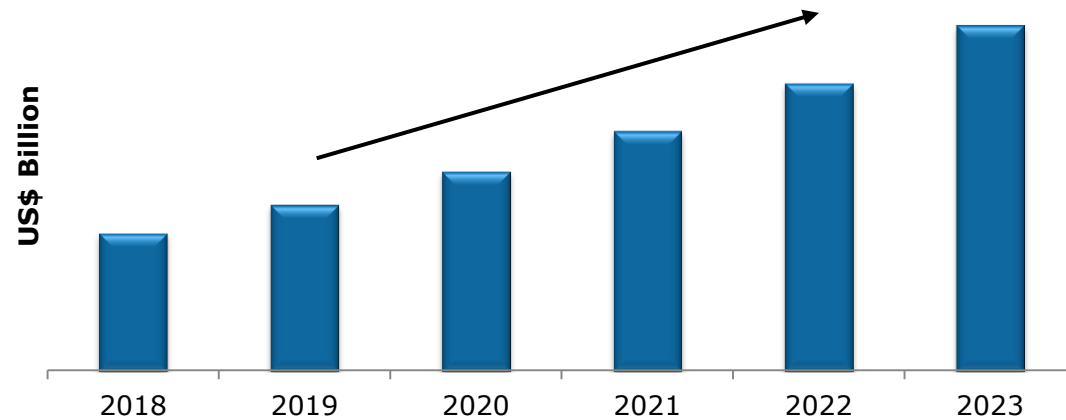
2019-2023

xx%

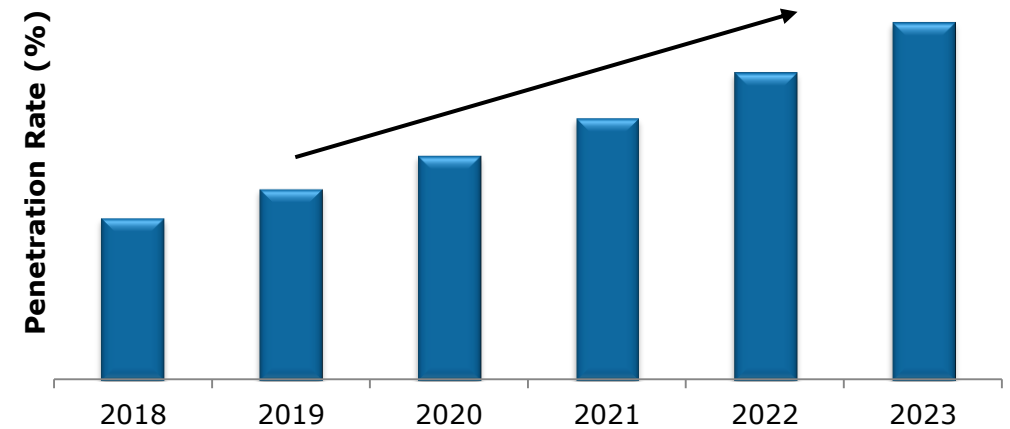


# The U.S. Online Grocery Market: Segment Analysis

The U.S. Online Food & Beverages Market by Value; 2018-2023E (US\$ Billion)

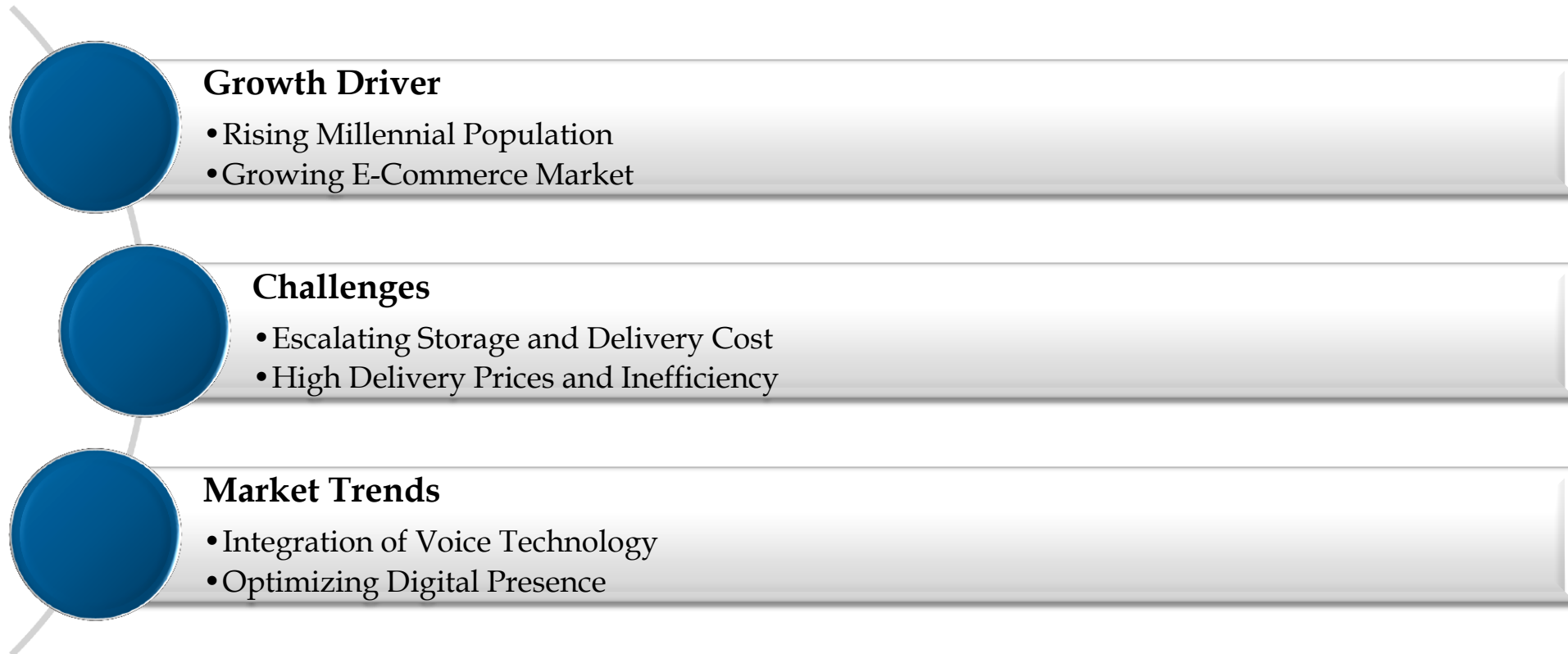


The U.S. Online Food & Beverages Market by Penetration Rate; 2018-2023E (%)



CAGR	
2019-2023	xx%

# Online Grocery Market: Dynamics



# Online Grocery Market: Competitive Landscape

The U.S. Online Grocery Market by Players; 2017

