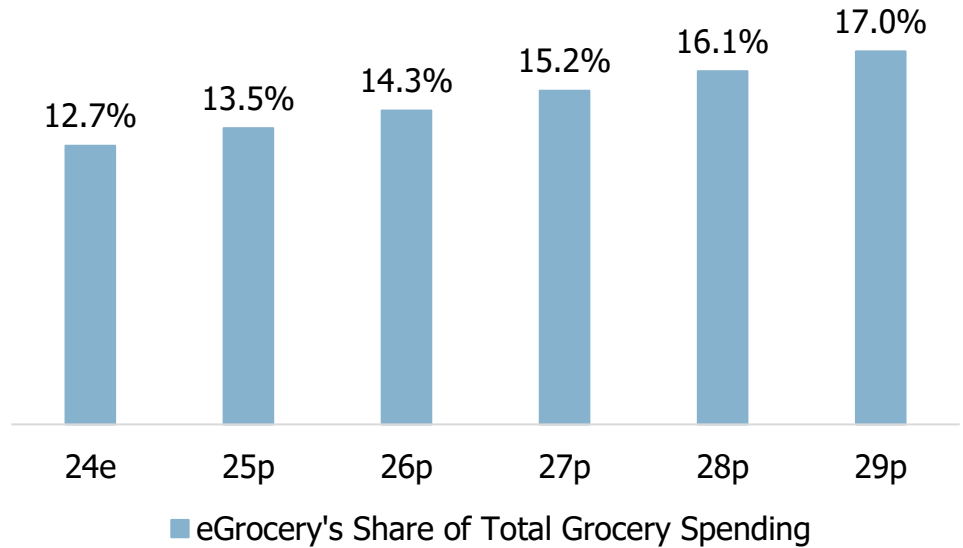


Consumer Grocery Online Shopping Trends

In the next few years, the value of **online grocery sales** are projected to increase and stabilize at roughly **17% of total U.S. grocery sales**.

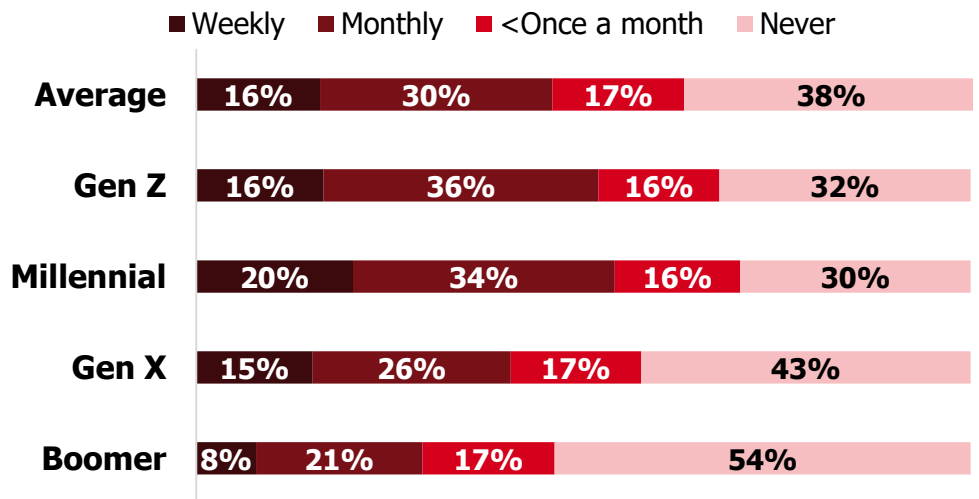
Share of U.S. Grocery Sales Going Online: 2024-2029



Note: e=Estimate, p=Projection.
 Source: Brick Meets Click 5-Year eGrocery Sales Forecast, June 2025.
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Over 50% of **Millennials and Gen Z** shop for groceries **online** at least once a month.

Frequency of Online Grocery Orders by Generation



Source: Consumer Beef Tracker, January – December 2025.
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.