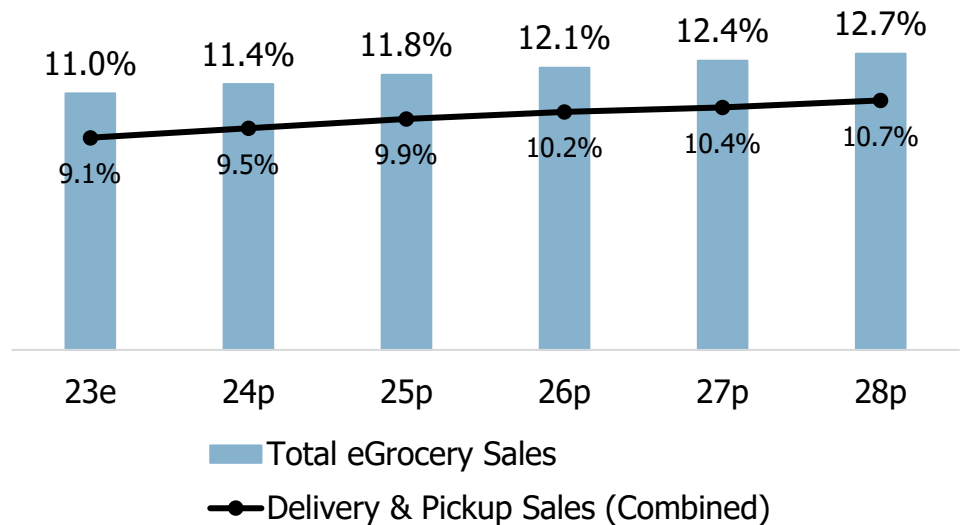


# Consumer Grocery Online Shopping Trends

## Share of U.S. Grocery Sales Going Online: 2023-2028

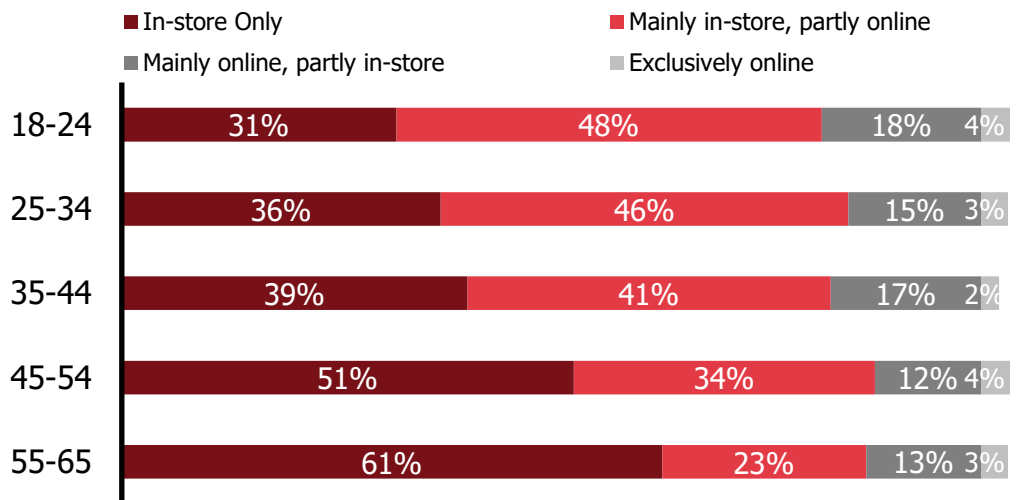
In the next few years, the value of **online grocery sales** are projected to increase and stabilize at roughly **12-13% of total U.S. grocery sales**.



Note: Delivery & Pickup includes both first and third-party service providers. e=Estimate, p=Projection.  
Source: Brick Meets Click/Mercatus 5-Year eGrocery Sales Forecast, 4/24/24

## U.S. Locations Consumers Purchase Groceries by Age

Between **61-69%** of shoppers under the age of 45 indicate they do at least some of their **grocery shopping online**.



Note: Rounding may result in variation of the categorical sum for each age group. Source: Appinio. (August 3, 2023). Where consumers usually purchase groceries in the United States in June 2023, in Statista.