



From In-Store to Online:

How to overcome new challenges in the food industry

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Introduction

The online grocery business is growing rapidly. Its market value has doubled between 2016 and 2018, indicating that consumers are beginning to feel more comfortable ordering essentials and certain foods online. When the coronavirus COVID-19 pandemic hit in early 2020, having a digital presence for online ordering and delivery services became critical for businesses to remain afloat. Digital commerce has become a serious channel for food retailers, even if the purchase rate does not yet reach the in-store retail.

“The online grocery market has a sizable number of shoppers, but they generally buy online infrequently.”

– Deborah Weinswig, CEO at Coresight Research¹

According to studies, 11% of US adults buy groceries online once a month, 7% also buy fresh food. This range is similar for consumers in many other countries around the world. Online food shopping is more common among parents and high income adults.



¹ <https://www.supermarketnews.com>

² <https://news.gallup.com/home.aspx>

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