

# The Weekly Listen: Amazon's New Grocery Store, YouTube Shopping Ads, Instagram Takes on TikTok

**AUDIO** |

**eMarketer Editors**

eMarketer principal analysts Mark Dolliver, Andrew Lipsman and Nicole Perrin discuss Amazon's new grocery store, YouTube's new shopping ads, Instagram's new feature to take on TikTok, Google checking accounts, when we are most likely to get déjà vu and more.

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## Top 10 Digital Retailers, Ranked by US Retail Ecommerce Grocery Sales, 2018

billions and % change vs. prior year

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<b>1. Amazon</b>	<b>\$8.20 (12.5%)</b>
<b>2. Walmart</b>	<b>\$2.84 (10.1%)</b>
<b>3. Kroger</b>	<b>\$1.51 (66.0%)</b>
<b>4. Ahold</b>	<b>\$1.17 (2.6%)</b>
<b>5. HelloFresh</b>	<b>\$0.96 (41.0%)</b>
<b>6. Costco</b>	<b>\$0.88 (12.0%)</b>
<b>7. FreshDirect</b>	<b>\$0.67 (3.8%)</b>
<b>8. Blue Apron</b>	<b>\$0.67 (-24.2%)</b>
<b>9. Albertsons</b>	<b>\$0.59 (4.9%)</b>
<b>10. Target</b>	<b>\$0.42 (28.9%)</b>

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Source: Edge by Ascential, "Digital Top 10 List" as cited in Supermarket News blog, June 10, 2019

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