

US online grocery sales growth will decelerate

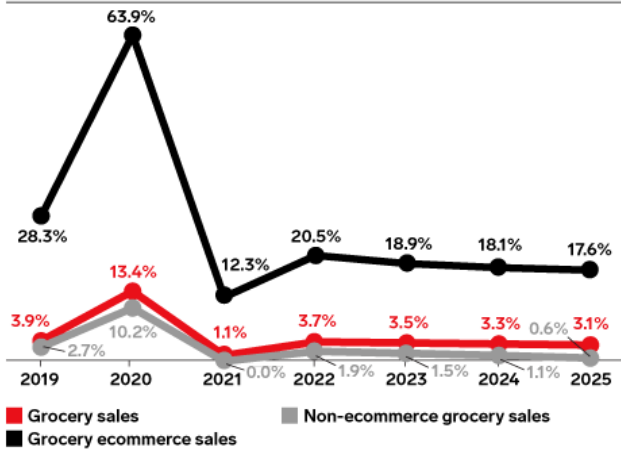
Article



The forecast: With grocery sales up **more than 13%** in 2020, we expect sales to level off this year as consumers shift spending back into out-of-home categories.

US Grocery Sales Growth, by Segment, 2019-2025

% change



Note: grocery sales include food and nonfood grocery items; grocery ecommerce sales includes food and nonfood grocery items ordered using the internet, regardless of method of payment or fulfillment; non-ecommerce grocery sales exclude food and nonfood grocery items ordered using the internet; grocery items are products that people regularly buy from a grocery store, including food and beverages, pet food, household cleaning products, personal care products, and other household consumables; excludes restaurant sales

Source: eMarketer, Aug 2021

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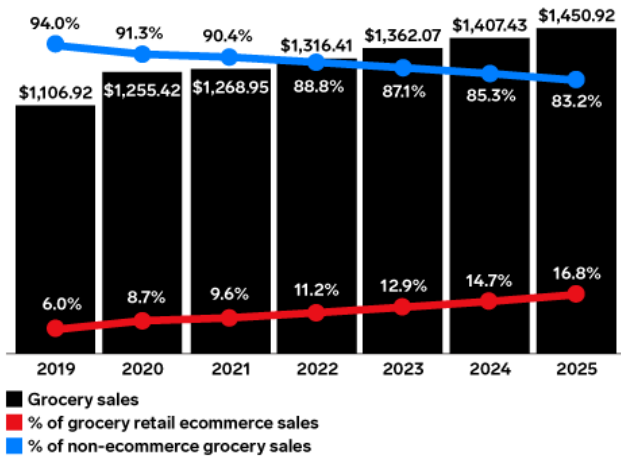
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- We forecast that US grocery sales will tick up **1.1%** this year to **\$1.269 trillion**, partially due to inflation.
- Spending in restaurants and bars has recovered in recent months, which could be eating into grocery's share.
- Meanwhile, online grocery sales will rise **12.3%**, a sharp deceleration from last year's **63.9%** growth.

US Grocery Sales, 2019-2025

billions, % of grocery ecommerce sales, and % of non-ecommerce grocery sales



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Source: eMarketer, Aug 2021

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Looking ahead: Despite the slowdown, grocery sales will continue to grow, reaching **\$1.451 trillion** in 2025.