

# The Global State of Online Grocery in 2020

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## Abstracts

In 2020, a momentous shift in consumer spending towards online grocery is underway. For legacy grocers to survive the unprecedented onslaught from retail giants such as Alibaba, Amazon, Carrefour, JD.com and Walmart, they must either develop their own omnichannel capabilities or cede their relationships with their customers to hyperlocal delivery partners. Grocery-focused brands must also adapt to the accelerated penetration of online grocery to position themselves for success.

Euromonitor International's The Global State of Online Grocery in 2020 global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

Introduction  
The Basics of Online Grocery  
Prevailing Business Models  
Key Challenges and Opportunities  
Regional Insights  
Impact of COVID-19  
Conclusion

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