

Global E-Grocery Market: By Product Type (Fresh Produce, Breakfast & Dairy, Snacks & Beverages, Meat & Seafood, Staples & Cooking Essentials and Others); By Payment Channel (Online and Offline); and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

<https://marketpublishers.com/r/G57ABAE98E5BEN.html>

Date: July 2024

Pages: 156

Price: US\$ 5,000.00 (Single User License)

ID: G57ABAE98E5BEN

Abstracts

Product Overview

Purchasing fresh and packaged food through online portals is referred to as online grocery. Thanks to the easy availability of items through supermarkets and online channels, grocery shopping approaches have evolved. Although the online grocery service is a niche market, it is expected to expand rapidly in the coming years. People nowadays tend to shop for groceries online because it is easy and provides a wide range of items that can be shipped to their doorstep within a certain period of time. Bakery and dairy products, cereals, vegetables, and fruits are only a few of the things available in an online grocery store. To make online grocery shopping easier for customers, retailers in this market offer services like click-and-collect and subscriptions.

Market Highlights

Global E-Grocery is expected to project a notable CAGR of 24.9% in 2030.

Global E-Grocery to surpass USD XXXX million by 2030 from USD XXXX million in 2020 at a CAGR of 24.9 % in the coming years, i.e., 2021-30. This growth is anticipated owing to the increasing availability of high-speed internet and greater adaptability. Besides, lower data rates and a rise in digital payments are also boosting the market growth. E-commerce allows the simple purchasing of goods manufactured in remote locations. This, in turn, has made a major contribution to the development of the global E-Grocery industry.

Global E-Grocery: Segments

Staples & cooking essentials segment to grow with the highest CAGR during 2020-30

Global E-Grocery is segmented by product type into Fresh Produce, Breakfast & Dairy, Snacks & Beverages, Meat & Seafood, Staples & Cooking Essentials, and Others. Staples & cooking essentials segment held the largest market share of XX.X% in the year 2020. The constant shopping of staples such as flours, food grains, and cooking necessities such as refined oil, which are basic requirements for many, is responsible for this substantial share. Lentils (dal), pulses, and rice are staple foods in Indian households. Consumers have been stocking up on these necessities as a result of the pandemic, worrying that they may face lockdown regulations at any moment.

Online segment to grow with the highest CAGR during 2020-30

Global E-Grocery is segmented by payment channel into online and offline. Over the forecast period, the online payment channel is projected to expand at the fastest pace. The increasing preference for online payments is credited with the segment's rise. Cash and bank transfer payments were less common among Indian online customers. People are now avoiding physical contact to a greater degree as a result of COVID-19. Consumers are increasingly using online payment methods such as net banking, debit/credit cards, and the Centralized Payment Interface to prevent the spread of disease (UPI).

Market Dynamics

Drivers

Availability of high speed internet and greater adaptability

Surging demand for E-Grocery from numerous end-user industries is the key factor contributing to the market growth. Businesses and entrepreneurs are setting up online grocery stores as a result of frantic schedules, a growing working population, and boring commuting. With the advent of technology and the widespread availability of internet services, consumers are becoming more aware of the numerous shopping patterns that occur in society. The most desirable customer groups in the industry are Millennials and Generation Z. These are the most tech-savvy consumers who are willing to pay a premium for same-day product delivery. With the government supporting a digital economy platform and digital literacy, India's online grocery market is expected to see even more growth. Consumers in Tier-I cities such as Bangalore, Chennai, Mumbai, and Delhi, who are more adaptable to online shopping due to the availability of high-speed internet, greater adaptability to mobile devices, and logistical simplicity, are expected to drive the industry

Lower data rates and rise in digital payments

The industry is also expected to benefit from lower data rates and the availability of more affordable smartphones. Increased internet penetration and the rise of digital payment have also contributed to the market's growth. The ever-increasing internet penetration in India, as well as an increase in digital literacy, is propelling the online grocery market in the region. Consumers now prefer an omnichannel shopping experience, thanks to the increasing availability of smartphones and low data costs. The government is increasingly releasing details, and as a result, concerns about the supply chain and workforce are decreasing. As a result of factors such as comfort, smart shopping, and hygiene issues, customers tend to shop for groceries online.

Restraint

Trust issues regarding the freshness of food

Concerns about the freshness of fruits and vegetables, as well as high delivery fees, pose a challenge to market development of the E-Grocery.

Global E-Grocery: Key Players

Koninklijke Ahold Delhaize N.V.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Fresh Direct, LLC.

mySupermarket Limited

NetGrocer.com, Inc.

Wal-Mart Stores, Inc.

Safeway, Inc.

ShopFoodEx

Schwan Food Company

My Brands Inc.

Other Prominent Players

Global E-Grocery: Regions

Global E-Grocery is segmented based on regional analysis into five major regions.

These include North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. Global E-Grocery in Asia Pacific held the largest market share of XX.X% in the year 2020 in terms of revenue. This increase can be attributed to government initiatives in India and China to encourage digitalization and e-commerce in their

respective countries. Furthermore, the region's business growth would be aided by the region's increasing middle-class population, improved internet connectivity, and improved logistic network. To gain a competitive edge, businesses distinguish their products in terms of offerings, size, content, packaging, and design. Companies are now using digital and social media ads to warn customers of new product releases. The product demand is being driven by a rise in understanding of best suits as use, changes in working millennial' lifestyles, increased income to invest in best available goods and an obsession with maintaining a well-groomed structure. Consumers are likely to spend money on new goods in the near future.

Global E-Grocery is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global E-Grocery report also contains analysis on:

E-Grocery Segments:

By Product Type

Fresh Produce

Breakfast & Dairy

Snacks & Beverages

Meat & Seafood

Staples & Cooking Essentials

Others

By Payment Channel

Online

Offline

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Current Trends/Issues/Challenges
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8. SCHWAN FOOD COMPANY

9. MY BRANDS INC.

10. OTHER PROMINENT PLAYERS

Consultant Recommendation

****The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.**

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