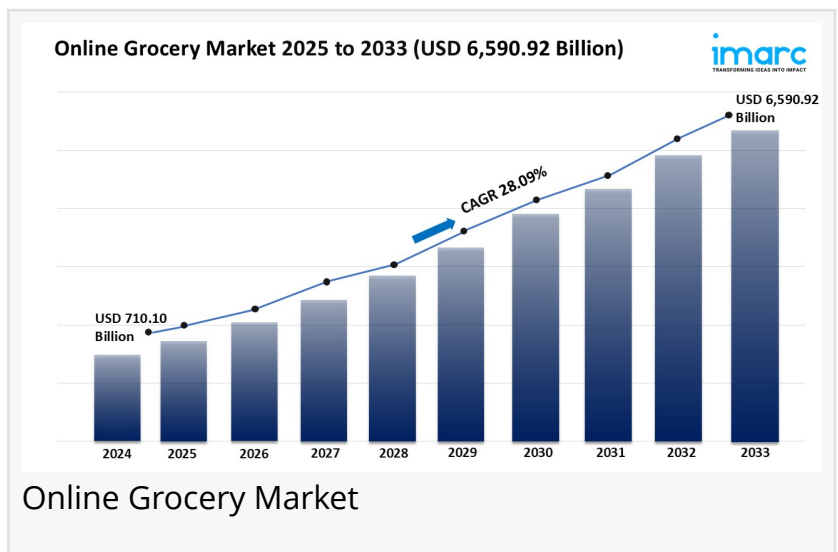


Online Grocery Market to Hit USD 6,590.92 Billion at 28.09% CAGR by 2033

SHERDIAN, WY, UNITED STATES, July 8, 2025 /EINPresswire.com/ -- The online grocery market is experiencing rapid growth, driven by convenience and time-saving solutions, technological advancements and innovation, and shift in consumer behavior post-pandemic. According to IMARC Group's latest research publication, "Global Online Grocery Market: Opportunities, Challenges, and Future Outlook", the [global online grocery market size](#) was valued at USD 710.10 Billion in 2024. Looking forward, IMARC Group estimates the market to reach USD 6,590.92 Billion by 2033, exhibiting a CAGR of 28.09% from 2025-2033.



This detailed analysis primarily encompasses industry size, business trends, market share, key growth factors, and regional forecasts. The report offers a comprehensive overview and integrates research findings, market assessments, and data from different sources. It also includes pivotal market dynamics like drivers and challenges, while also highlighting growth opportunities, financial insights, technological improvements, emerging trends, and innovations. Besides this, the report provides regional market evaluation, along with a competitive landscape analysis.

For more information, visit <https://www.imarcgroup.com/online-grocery-market/requestsampl>

Key highlights of the report:

- Market Dynamics
- Market Trends And Market Outlook
- Competitive Analysis
- Industry Segmentation

□ Strategic Recommendations

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The desire for convenience is a prominent catalyst in the growth of the online grocery market. More consumers are opting for shopping for groceries from their own homes, avoiding line ups, and navigating distracted customers in stores, thanks in part to the impact of COVID-19 with people preferring shopping from home now. This convenience factor is especially attractive to working professionals, busy parents and urbanites with a hectic pace of life. For example, grocery providers like Instacart and Amazon Fresh have thrived off this convenience model with same day delivery, allowing customers to order groceries from their homes and receive their groceries within hours of ordering. Online shopping is benefitting from the inclusion of easy to use apps and websites to enhance the customer shopping experience by providing customers the comfort of quick reordering of items they regularly purchase and providing customized options based on their past purchases. As lifestyles become ever busy, the convenience factor continues to pull new customers from brick and mortar grocery stores to online.

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Technology is fundamental to the growth of the online grocery market. From AI-powered inventory management to predictive analysis websites for demand forecasting to checkout solutions that make it easy for the customer to pay, the operational capabilities and efficiency have greatly improved. A great example is how Walmart has implemented AI solutions to optimize their delivery routes for their ""Walmart+ service,"" which has reduced costs, improved delivery times, and ultimately improved the customer experience. And by implementing IoT enabled smart warehouses, retailers can have access to real-time tracking of stock levels, which reduces waste and gives customers the assurance that they will get the product they ordered. Technological advances do not just support operational efficiencies for retailers, they instill trust in the consumer by providing reliable service, and efficiency, which expands the market.

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The COVID-19 pandemic rapidly accelerated the adoption of online grocery shopping as customers looked for safer ways to avoid visiting the store. This change in behavior is now a permanent part of the grocery customer journey, as customers are continuing to choose the online grocery shopping experience due to the ease and safety. For example, Kroger even saw sustained growth in online sales well after restrictions were lifted because customers were adapting to the ease and convenience of shopping digitally. In addition, the pandemic induced older customer segments who were previously wary of online shopping to adopt e-grocery platforms. The increased customer segments, as well as a growing preference for contactless transactions, are signs online grocery shopping is a here to stay within retail landscape.

Subscription-based services are increasingly being utilized in the online grocery sector as an

attractive and cost-effective method for customers. These models promote loyalty by providing

benefits like free delivery, exclusive deals or discounts, or box deliveries with groceries and necessities selected on their behalf. For example, Amazon's Subscribe & Save model allows the customer to subscribe and schedule regular deliveries of highly purchased staple items, making sure they are delivered regularly without a hitch, and while saving the customer money. Likewise, HelloFresh and other meal kit services provide meals with grocery items that adhere to specific dietary preferences and needs, which appeals to consumers looking to be healthy. Subscription-style services promote repeat purchases while generating a reliable revenue stream for the retailer and consumers have the added benefit of convenience from automated re-ordering with the perception of added value from received discounts or benefits.

Sustainability is becoming an important trend in the online grocery sector as consumers are

expecting eco-friendly initiatives and locally sourced items. Retailers are beginning to reduce packaging waste and use biodegradable materials, and several retailers are working directly with local farmers to connect consumers with local sustainable produce. For example, Thrive Market emphasizes sustainable sourcing in its all-organic grocery offerings which, due to consumer preferences, targets eco-friendly shoppers. Furthermore, some retailers are exploring electric delivery vehicles to also lessen carbon footprint. The trend provides consumer values while also allowing many retailers to create a distinct offering in a competitive landscape, and foster loyalty for customers interested in shopping through an ecologically responsible lens.

Omnichannel retailing seamlessly integrates both online and offline shopping experiences, an

innovation that is reshaping the online grocery market. Retailers are now offering blended options, such as click-and-collect, which allows customers to order merchandise online and pick it up at stores, combining the advantages of e-commerce with in-store immediacy. For instance, Target's Drive Up service allows customers to have groceries loaded into their cars without ever getting out of the car, truly blending digital convenience with physical access. This integration appeals to different consumer preferences and allows other retailers to reach a wider audience. By connecting online platforms with the brick-and-mortar store concept, companies are replicating the entire shopping experience, which leads to increased customer satisfaction and retention.

For more information: <https://www.imarcgroup.com/checkout?id=2763&method=1670>

Figure 1: Major players in the Indian grocery market:

- Amazon.com, Inc.
- Carrefour
- Costco Wholesale Corporation
- Edeka Group
- HappyFresh
- Koninklijke Ahold Delhaize N.V.
- Reliance Retail Limited (Reliance Industries Limited)
- Safeway Inc. (Albertsons Companies, Inc.)
- Schwan's Home Delivery
- ShopFoodEx
- Tesco PLC
- The Kroger Co.
- Walmart Inc.
- Wm Morrison Supermarkets Limited

Figure 2: Major players in the Indian grocery market:

Major players in the Indian grocery market:

- Vegetables and Fruits
- Dairy Products
- Staples and Cooking Essentials
- Snacks
- Meat and Seafood
- Others

Staples and cooking essentials exhibit a clear dominance in the market due to their consistent demand and necessity in daily household consumption.

Figure 3: Major players in the Indian grocery market:

- Pure Marketplace
- Hybrid Marketplace
- Others

Pure marketplace represents the largest segment, as it offers a wide variety of products from multiple sellers, providing buyers with more options and competitive pricing.

Figure 4: Major players in the Indian grocery market:

- Web-Based
- App-Based

Based on the platform, the market has been bifurcated into web-based and app-based.

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- One-Time
- Subscription

On the basis of the purchase type, the market has been classified into one-time and subscription.

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- North America (United States, Canada)
- Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
- Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa

North America dominates the market owing to its high internet penetration, growing preference for online shopping, and well-established e-commerce infrastructure.

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[Spices and Seasonings Market Research Report](#)

[Washing Machine Market Research Report](#)

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The report employs a comprehensive research methodology, combining primary and secondary data sources to validate findings. It includes market assessments, surveys, expert opinions, and data triangulation techniques to ensure accuracy and reliability.

Note: If you require specific details, data, or insights that are not currently included in the scope

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