

# The World of Grocery Shopping is Changing

## Key Insights from the 2022 Online Grocery Report from Spryker & Appinio

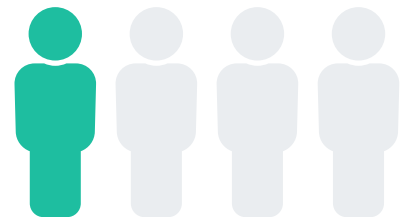
The German 300 billion euro grocery retail industry is in transition. New online providers have leveraged the pandemic to build massive brand awareness in a short time. What does the new normal of grocery shopping in Germany look like, and what does that mean for practitioners?



### Almost one-third of Germans don't like grocery shopping

indicating potential for offers, services, and business models that make the chore more bearable.

One-third of consumers in Germany are already doing some food shopping online.



Around 1 in 4 online grocery buyers (22%) do all their weekly groceries online.

### The two main drivers for online grocery shopping are:

Convenience



Convenience is a USP for online grocery providers, as it's an incentive to order online for more than a third of all respondents.

Saving Time



Expectations of fast delivery are becoming the norm, and ultra-fast delivery services are taking note.

### In 2 years from now:



around one-fifth of Germans can see themselves buying all or almost all of their groceries online.

60% of German grocery shoppers say they spend between



€20 and €100 weekly buying food online.

**REWE 75%**

REWE is Germany's best-known online grocer (75% recognition). On-demand companies like Gorillas and Flink are quickly challenging the status quo.



**Spryker + Appinio**



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