

# The World of Grocery Shopping is Changing

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

Valued at over £200 billion in 2022, the UK food and grocery sector is one of Europe's largest and by far its most innovative. The market is under rapid transformation and the lines between online and offline providers are quickly becoming blurred. What does the new normal of grocery shopping in the UK look like, and what does that mean for practitioners?

Over one half of consumers in the UK are already doing some food shopping online.

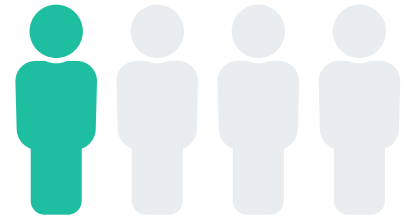


The average British consumer now places at least one food shopping order online every week.

72% of British grocery shoppers say they spend between

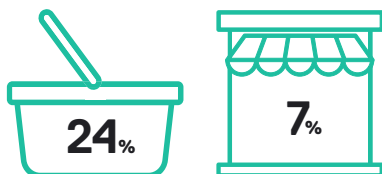


£20 and £100 weekly buying food online.



In two years from now: one in four Brits (28%) can see themselves buying all or almost all of their groceries online.

Almost 30% of household food budgets are being spent on the internet



with a clear preference for home delivery (24%) over in-store collection (7%).

The two main drivers for online grocery shopping among age brackets are:

Saving Time



Expectations of fast delivery for 25-34 year old's are becoming the norm, and ultra-fast delivery services are taking note.

Personal safety



Even two years after the start of the pandemic, almost one in two respondents over 55 gave safety as a reason for avoiding grocery stores.

The big four UK retailers enjoy the most online grocery brand recognition:

**TESCO** — 43%

**ASDA** — 35%

**Sainsbury's** — 24%

**Morrisons** — 21%

