

# Online Grocery Retailing - UK - September 2011

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“Some 13% of adults have never shopped online, but would like to, making for a sizeable pool of opportunity in the short term. There is also marked potential to grow sales among established users, with nearly one in three online shoppers spending less than 10% of their total grocery budget through the channel.

The growth of the sector then depends largely on the online grocers capitalising on this potential pool of demand. There has been significant investment from the leading grocers in the channel thus far, as they have looked to avoid being left behind and lose customers to competitors. However, question marks remain over the profitability of operating a home delivery system while supporting a vast network of stores, and thus the appeal to store-based operators of actively encouraging shoppers to move online.”

– Andrew Neary, Retail Analyst

## In this report we answer the key questions:

- What are the main obstacles to online shopping?
- How can online grocers appeal to the growing ageing population?
- How much growth potential does online grocery shopping have?
- What services could offer shoppers greater convenience online?

## Definition

The online grocery market is defined as the online sales of food and drink for in-home consumption, including store-based grocers’ FMCG sales online, food and drink specialist retailers’ online sales, online-based grocers’ sales and online-based food box delivery schemes.

It excludes restaurant food delivery and home delivery of food not ordered online.

It also excludes store-based grocers’ non-FMCG sales online.

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