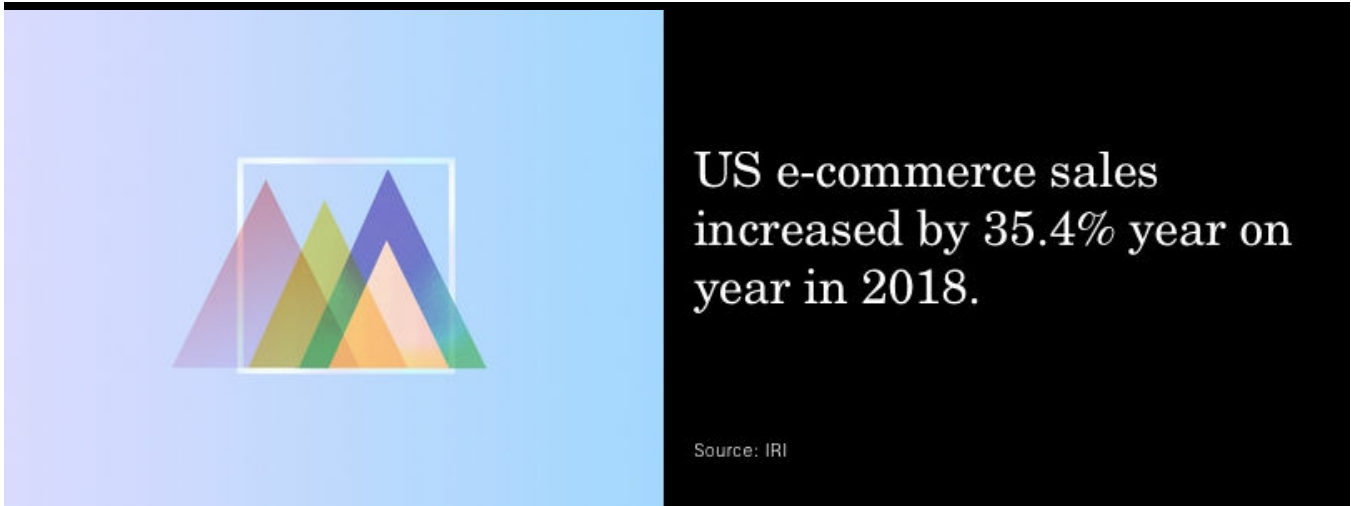


STAT: ONLINE SALES OF GROCERIES AND CPG CONTINUE TO GROW

By Livvy Houghton and Alex Hawkins

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Consumer confidence in e-commerce is growing. In 2018, US online purchases increased by more than 35%, according to a survey conducted by [IRI](#). 'Millennial and Generation X consumers are more at ease with online purchases than older generations, and as e-commerce becomes more of a routine, those shoppers are migrating offline efforts to save money,' said Joan Driggs, vice-president of content and thought-leadership for IRI.

While non-food items such as personal care and home products lead online sales, grocery e-commerce now accounts for 4% of total e-commerce sales. Owing to convenience, the report highlights that 38% of shoppers prefer to order food online and collect from the store, reducing the friction of in-store shopping and allowing them to avoid shipping fees. As innovations in autonomous vehicles and mobile retail units develop, they will further drive grocery e-commerce by **transforming last-mile delivery**.