Disruption in a growing market

As the pie grows larger…

3.3% in sales in 2022

$1.4 trillion (estimated) in sales in 2022

3.3% compound annual growth rate

$1.9 trillion (estimated) in sales in 2030

$500 billion predicted annual sales growth by 2030¹

…big grocery’s slice gets bigger.

Safeguard your slice

Grocery retailers face challenges:

Margin pressures from online grocery and discount chains expanding their footprint.

Foodservice outlets, both restaurants and fast food, will continue to divert shoppers from grocery retail.¹

Key ingredient for success:

Bake connected experiences into your business model.

Invest in automation to deliver the experience U.S. grocery consumers expect:

• Digital engagement
• Mobile usage in stores
• Private label shopping
• Convenience
• Last-mile delivery

²

Consolidation continues. Sales will be concentrated among the largest grocers.¹

Sub-vertical insights

E-commerce will grow faster, but brick-and-mortar remains the dominant shopping channel.¹

U.S. online food retail market size and compound annual growth rate (CAGR) (% change)

Estimated online food retail market size 2022:

$77.3 billion

2030:

$147.2 billion

CAGR (2022 – 2030):

8.4%

Estimated share of retail food spend 2022:

Food-at-home:

5.8%

Food-away-from-home:

9.0%

Food service spending will continue to gain ground compared to retail grocery sales.

Total estimated U.S. food spending

Food-at-home:

6252 billion

Food-away-from-home:

1356 billion

Total estimated U.S. food spending food-at-home:

47.0%

2030:

Food-away-from-home:

53.0%

2030:

43.7%

56.3%

Food-away-from-home = bought from restaurants, fast food, and others.

Food-at-home = bought from supermarkets, convenience stores, warehouse clubs, and others.

Sources:


² Forrester, January 2022: The State Of The US Online Grocery Shopper

The takeaway

To stay ahead of disruption, invest in the technologies that make your operations more efficient and shopping more convenient.

Learn more about our connectivity solutions for retail businesses.

© 2023 AT&T Intellectual Property. AT&T and globe logo are registered trademarks and service marks of AT&T Intellectual Property and/or AT&T affiliated companies. All other marks are the property of their respective owners.

698502 | 062223