

Online Grocery Retailing - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The online grocery market continues to grow in double digits but remains a niche market in terms of the wider grocery market. However, the shift away from superstores to more convenient shopping channels is certainly benefiting the market.”

– Nick Carroll, Retail Analyst

This report looks at the following areas:

- Can Amazon succeed in the online grocery market?
- Delivery passes: A way to tap into top-up shopping?
- Recipe boxes: Making online grocery more convenient?

The online grocery market continues to expand. The online operations of the major grocery retailers continue to dominate the market with store-based retailers. However, the online-only players, notably Ocado, are growing quickly and the imminent launch of a full grocery offer from Amazon means that the major store-based players are coming under increased pressure from online-only rivals.

The convenience of using an online service compared to visiting stores is driving this but improvements in the range of delivery slots, speed of delivery and click-and-collect points are also encouraging more online grocery shopping. However, the lack of control when selecting fresh products still remains the largest barrier to entry and is also turning some shoppers away from online grocery shopping.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Intuitive online grocery shopping experience for Portuguese shoppers
 New food packaging solution for temperature-controlled goods
 Online grocery retailer championing home-grown local food producers
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