

# U.S. Grocery trends and insights

## Disruption in a growing market

As the pie grows larger...

**\$1.4 trillion** in sales in 2022

**3.3%** compound annual growth rate

**\$1.9 trillion** (estimated) in sales in 2030

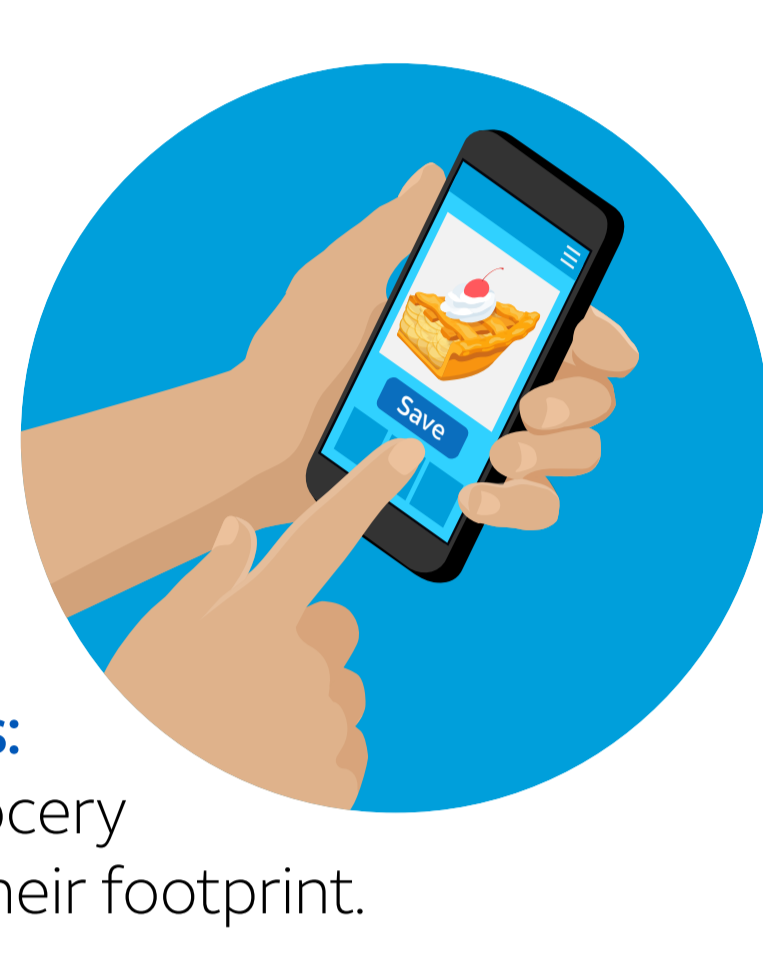
**\$500 billion** predicted annual sales growth by 2030<sup>1</sup>

...big grocery's slice gets bigger.



**Consolidation** continues. Sales will be concentrated among the largest grocers.<sup>1</sup>

## Safeguard your slice

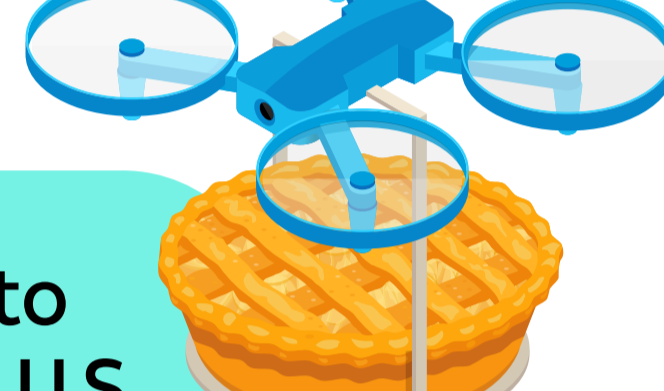


**Grocery retailers face challenges:**

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

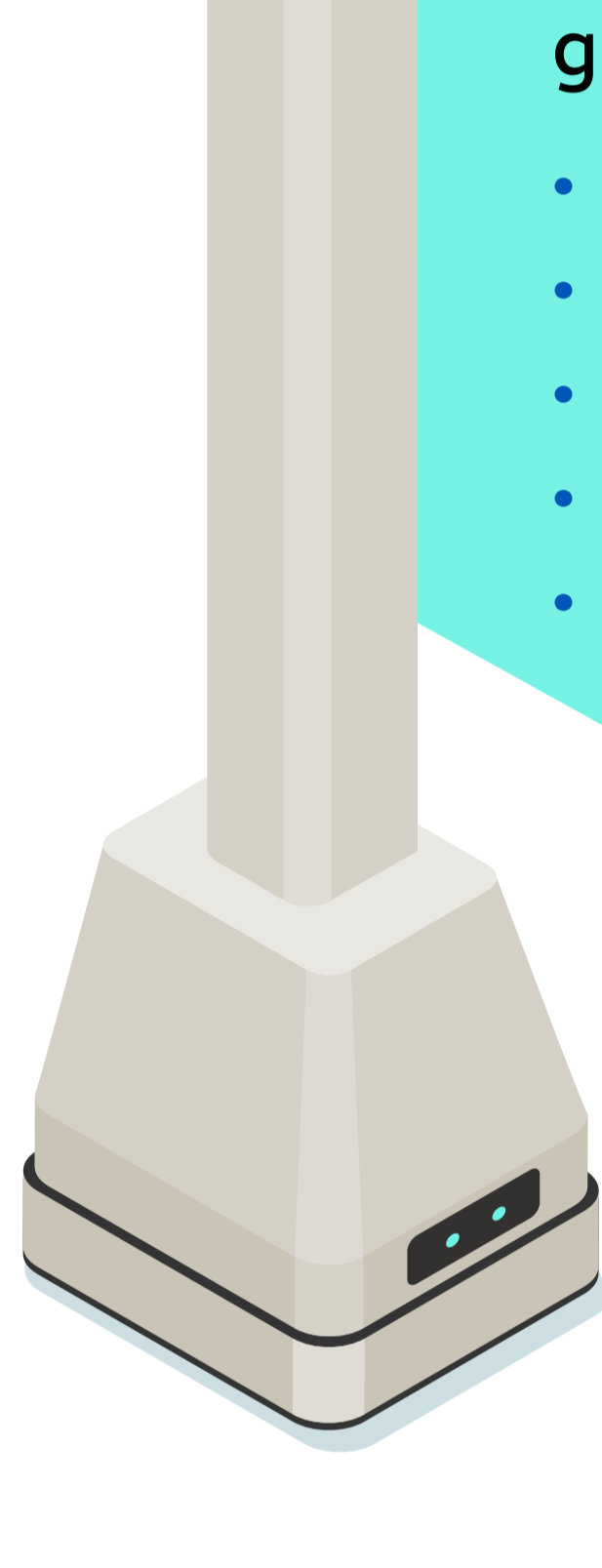
Foodservice outlets, both restaurants and fast food, will continue to divert shoppers from grocery retail.<sup>1</sup>

**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<sup>2</sup>



## Sub-vertical insights

**E-commerce** will grow faster, but brick-and-mortar remains the dominant shopping channel.<sup>1</sup>

### 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: **5.8%**

2030: **9.0%**

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

### Total estimated U.S. food spending

**Food-at-home**

2022: **47.0%**

2030: **43.7%**

**Food-away-from-home**

2022: **53.0%**

2030: **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.

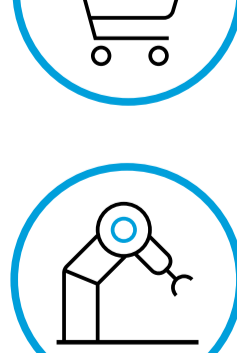
Sources:

<sup>1</sup> Coresight Research, Nov 2022: [The Future of US Grocery Retail: Quantifying Grocery Market Dynamics Through 2030](#)

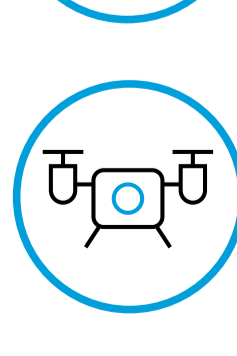
<sup>2</sup> Forrester, January 2022: [The State Of The US Online Grocery Shopper](#)

## The takeaway

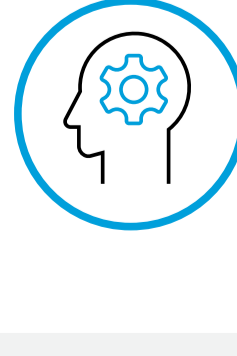
**To stay ahead** of disruption, invest in technologies that make your operations more efficient and shopping more convenient.



**Fully autonomous checkout**



**Automated fulfillment**



**Autonomous last-mile delivery**



**Artificial intelligence and personalization**



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