



5 grocery delivery trends for 2023

1

Low prices and faster delivery speeds win out overall.

More discounts/special sales that aren't available in-store



Faster speed (e.g., delivers under 1 hour etc.)



But some sub-groups have unique drivers of interest.

Supports businesses owned by under-represented communities



Women



Men

Live video tracking



US



Canada

People who *don't* use grocery delivery services prioritize eco-friendly options more than those that do.

Users

1. More discounts

2. Faster speed

3. Eco-friendly

Non-users

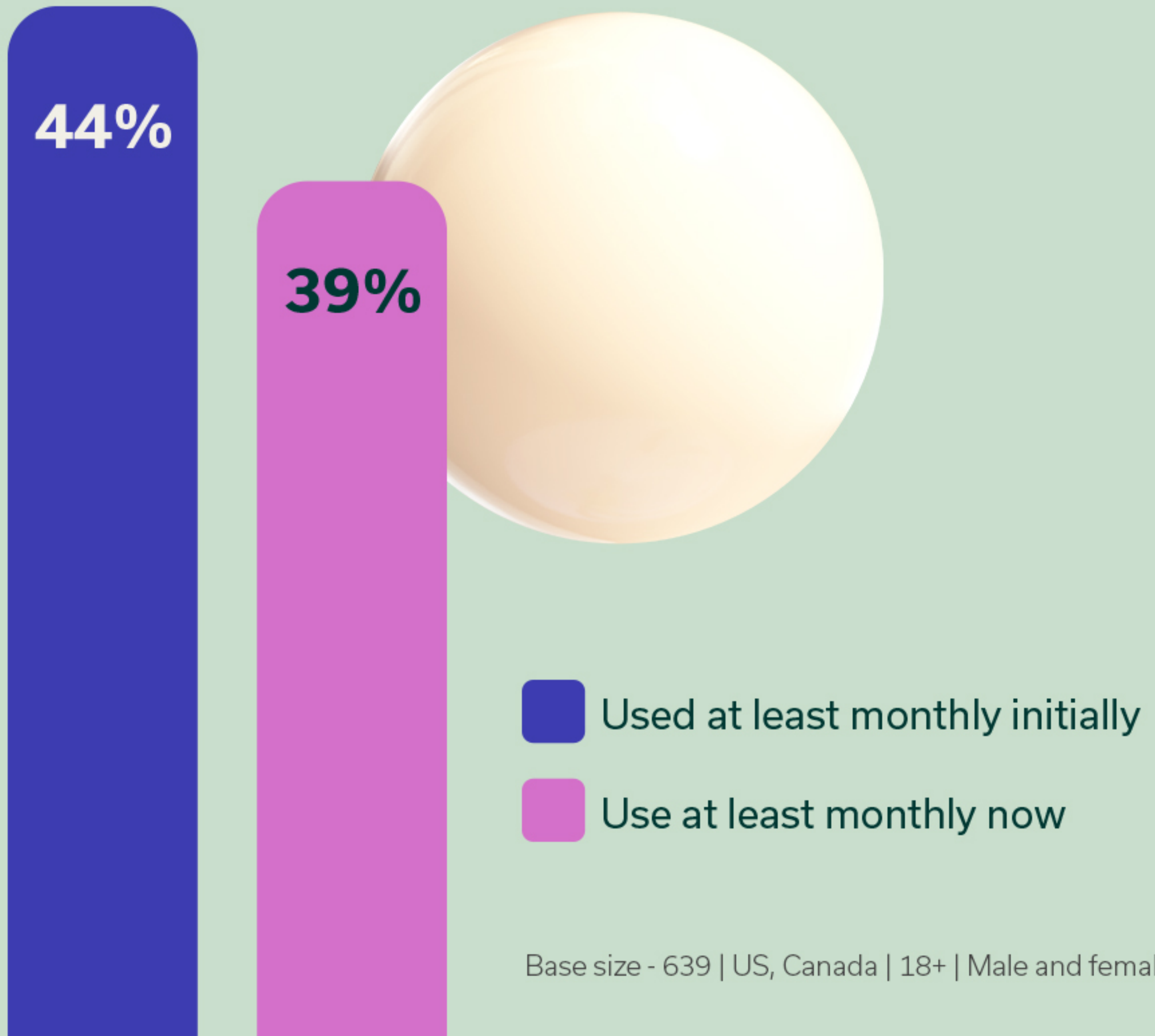
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3

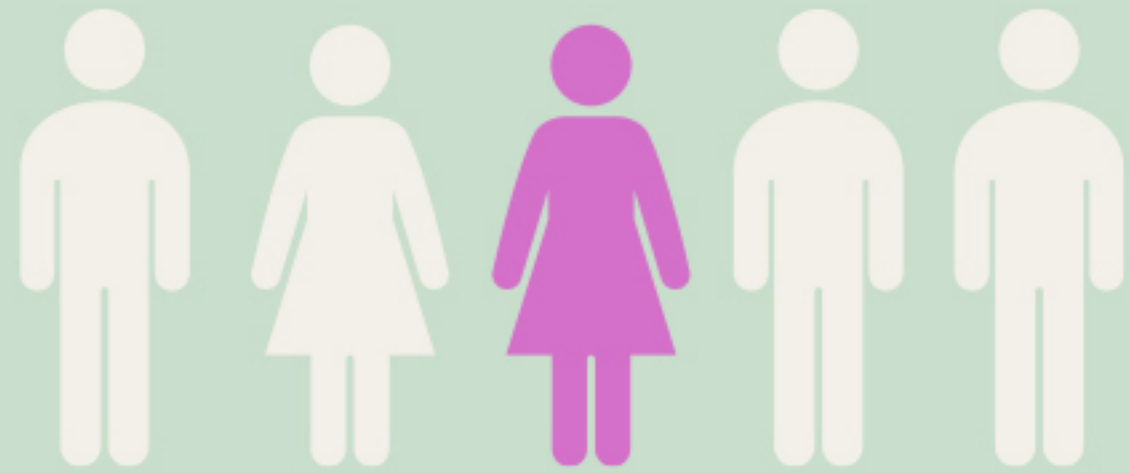
People don't order groceries as often as they used to.



Base size - 639 | US, Canada | 18+ | Male and female

When people try multiple delivery options, that's not a bad thing.

1 out of 5 have used more than 3 delivery brands



49%

People who used 3+ delivery brands and ordered grocery delivery at least once a week.

23%

People who used 1-2 delivery brands and ordered grocery delivery at least once a week.

If grocery delivery isn't interesting now, it probably won't be in future.

Reasons why people don't use grocery delivery

60%

I prefer selecting my own groceries

52%

I enjoy shopping in person



Upside

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