



# Grocery e-commerce is driving growth

Online sales of FMCG products on a raising trend in Europe. The opportunities for brands and distributors. And eight trends to watch in 2019. The analysis from [Iri](#).

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Though traditional supermarkets remain the most popular destination for grocery shoppers, the scenario is changing fast. Online sales still account for a small share on the sector's total turnover, yet they are showing interesting growth rates all over Europe, with double-digit growth in Italy (+42%) and Spain (+29%) and dynamic performances also in France and Germany. This is shown in a new report from [Iri](#), that highlights new growth opportunities for FMCG retailers and manufacturers online, and reveals eight key trends in FMCG e-commerce, including one-click ordering, shopping by smart home device and the power of geo marketing.

Pierluigi Carlini Solutions & Innova-

tions, [Iri](#), comments: "The traditional grocery landscape is being disrupted as influential online players reinvent the food and drink shopping experience, and smaller specialists offer a more personalised approach to consumers. But we believe there are huge growth opportunities for FMCG retailers and brands to use their online platforms and data to help meet the demands of today's younger shoppers who expect a seamless, effortless online experience, combined with value for money, product choice and availability."

According to [Iri](#), Eu sales of food and personal care in particular are overperforming in e-commerce, and are set to jump +54% in the next five years.

## Cresce l'e-commerce nel grocery

Benché gli europei continuino a preferire il supermercato come luogo fisico in cui fare la spesa, il panorama del mercato grocery tradizionale si sta modificando velocemente. Le vendite online, sebbene abbiano un peso ancora contenuto sul volume d'affari, mostrano segno più in tutta Europa, con una crescita a doppia cifra in Italia (+42%) e in Spagna (+29%) e andamenti significativi anche in Francia e Germania. Secondo le stime Iri, inoltre, nei prossimi cinque anni le vendite online di prodotti alimentari e beni per la cura della persona registreranno una crescita del 54%. È quanto evidenzia uno studio firmato Iri, che evidenzia le nuove opportunità di crescita per gli operatori del Largo consumo confezionato (Lcc) nel canale online e delinea otto trend dell'e-commerce da tenere d'occhio nei mesi a venire.

E-commerce in Europe is projected to grow strongly across the major industries, none more so than in food and personal care

Online contribution to global food sales also expected to rise over the same five year period to 2022 from 2.7% to 3.7%

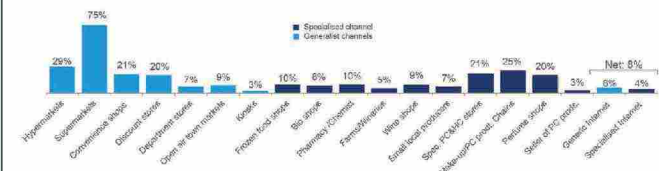
E-commerce sales split by key industry: Sales forecast to 2022 and growth (2018-2022)



Source: Statista, Digital Market Trend Europe Outlook 2018

Supermarkets are still the main destination for groceries in Europe. Online by comparison accounts for an average of 8% of IRI European shopper purchases

% of shoppers who buy products for grocery shopping in these channels – Total Europe



Note: All channels are not implemented in every country. Channels for personal and home care, multi-use personal care products, perfume shops, sellers of personal care products have been considered only for personal care major category. Petcare food sales have been considered for frozen food and beverages major categories only. Kiosk has been considered for beverages major category only.

Q1: Where do you generally buy products for your grocery shopping?  
Source: IRI European Shopper Survey 2018. Respondents' basic, total sample.

