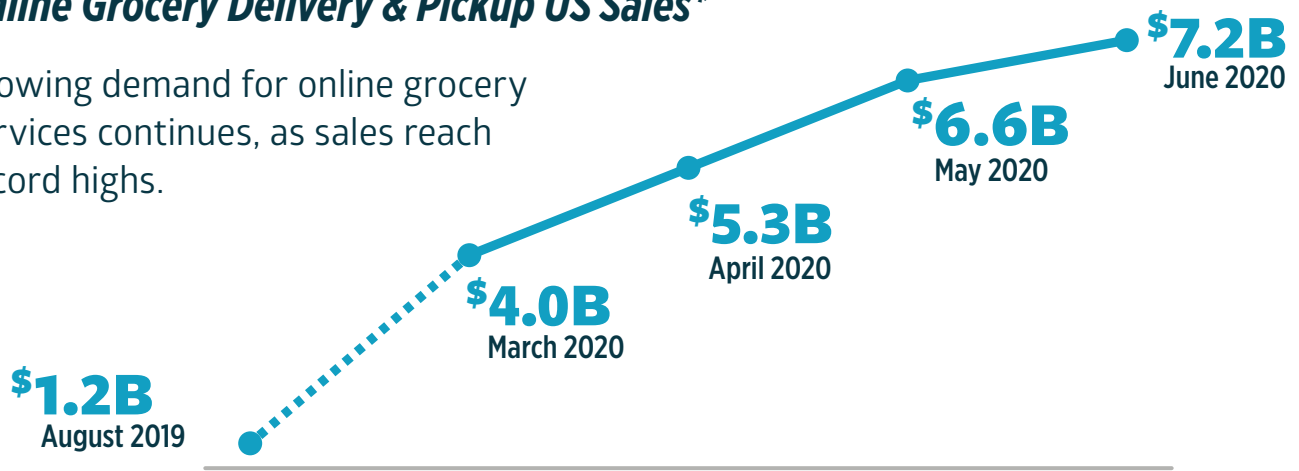


The Cost of Outsourcing Grocery eCommerce



Online Grocery Delivery & Pickup US Sales*

Growing demand for online grocery services continues, as sales reach record highs.



*Excludes online orders shipped to home via common or contract parcel carriers.

Online Sales Using a Delivery-provider Marketplace

Some retailers have outsourced eCommerce to delivery-provider marketplaces, but at a steep cost to the retailer's margin.

14%
Delivery-provider Marketplace's Margin

5%
Grocer's Margin
(Gross margin, before operating costs)



- 6%** Retailer-controlled Platform
- 5%** Click & Collect
- 5%** Targeted Ad Revenue
- 16%** Total Grocer's Margin

Online Sales Powered by Mercatus

Grocers reclaim lost margin by owning their online grocery experience with Mercatus.

Get back in charge of your eCommerce with this 7-step guide to expanding beyond the delivery-provider marketplace.

[Download Guide](#)



Sources: Brick Meets Click/Mercatus Grocery Survey, June 2020; Brick Meets Click/Mercatus Grocery Survey, May 2020; Brick Meets Click/Symphony RetailAI Grocery Survey, April 2020; Brick Meets Click/Shopperkit Grocery Survey, March 2020; Brick Meets Click Grocery Survey, August 2019; Mercatus Research 2019