

WELCOME TO THE NEW WILD WEST OF RETAILING

Everything You Need to Know About Rapid Grocery,

Version 1.4



Who will Win, Who Will Lose, and 7 Predictions

Warning: This report may take you out of your comfort zone. In this report, we also discuss online performance, known as SEO, and look at what is happening globally, and at metrics, like online reviews by Trustpilot. This is not a traditional bricks and mortar grocery report.

MBM

Making Business Matter
Trainers to the UK Grocery Industry
80% of our Learners are still using their
new skill 5 months later - we guarantee it!

makingbusinessmatter.co.uk

Global Rapid Groceries Deep Dive Strategic Report

Foreword by Ash Amirahmadi, Managing Director of Arla Foods UK

“Technology-led disruption has been a key trend in the UK grocery sector and rapid delivery has been both an exciting and important development. Understanding the dynamics, and building awareness and knowledge are key for industry professionals. This report is the definitive guide and therefore I am delighted to support its publication.

Having worked with and known the team at Making Business Matter for a number of years I have been impressed with one of their core values of building capability in the grocery sector. They have consistently focussed on easy to understand content and giving back to the industry, with which they are deeply passionate.

This publication is a must-read document for commercial professionals who are looking to develop their strategy for rapid delivery”.



A handwritten signature in black ink, appearing to be 'Ash Amirahmadi'.

Approaching this Report

A quick Google search of Rapid Grocers and search terms alike will tell you that there is no shortage of reports, insights, and speculation on this new and emerging market.

Our aims of this report are to use our strengths not only as a soft skills training provider, but also as online experts. With a website in the top one million websites, of the 2.5 billion websites on the planet, we'll use these skills to analyse the player in this market, from an online presence perspective.

For example, how many visitors do the Rapid Grocers actually get to their website each month? And how does Google rate their presence on the web? Plus, who is likely to win victoriously? And more.

The aims of this report:

- Enable you to talk credibly about this market.
- Live a real-life experience of using one of these services.
- See how the world's market share breaks down across the globe.
- Provide the online performance of all the players.
- Know the key players with a deep look into their online performance.
- Understand some of the basics of SEO to know the battleground.
- Share opinions on how the future looks.

If you are a Sales Director of a Food Manufacturer, or an Account Manager looking to understand this market, you will find this report very useful. You may find our leaning into the world of SEO a tough pill to swallow because it is a complex skill, but please bear with me as SEO is here to stay and will become part of our everyday grocery language.



Soft Skills Tip - Work with the Magic Number

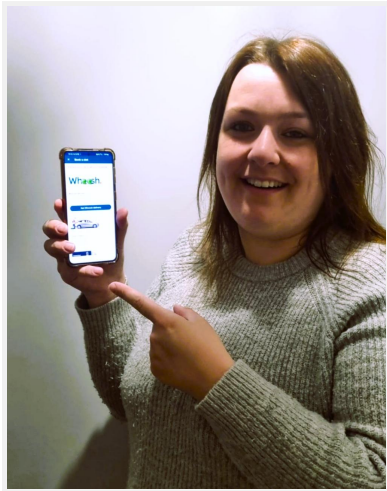
I wrote 7 aims because the brain likes 7 things (search 'Wikipedia magical number seven'). When writing reports, giving presentations or having objectives, seven is the best amount to use.

Source: [Website Setup](#)

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I. A Real-Life Example of Rapid Grocer-ing



Sarah (Operations Support at Making Business Matter) shares her experience of ordering from Tesco Whoosh on the 20th of January 2022.

Time: 14:38

I was sitting at home with the dreaded Covid-19 and self-isolating for the next 10 days when I realised that I had run out of juice for my 3-year-old. Damn. What was I going to do? I couldn't go out. I couldn't wait until tomorrow when my supermarket could deliver. I searched Google for how I can get squash now. Who can deliver me squash in the next hour? Then, as usual, Google pulled through. Tesco Whoosh. The excitement took over. Was there really a grocery service that could get me what I wanted within minutes?

I instantly downloaded the app and signed up. It took about 3 minutes to sign up and verify my account with simple questions such as email address, personal address etc. I thought straight forward. I'm liking this. Watched my daughter's face as she drank the last of her favourite purple juice as she calls it.

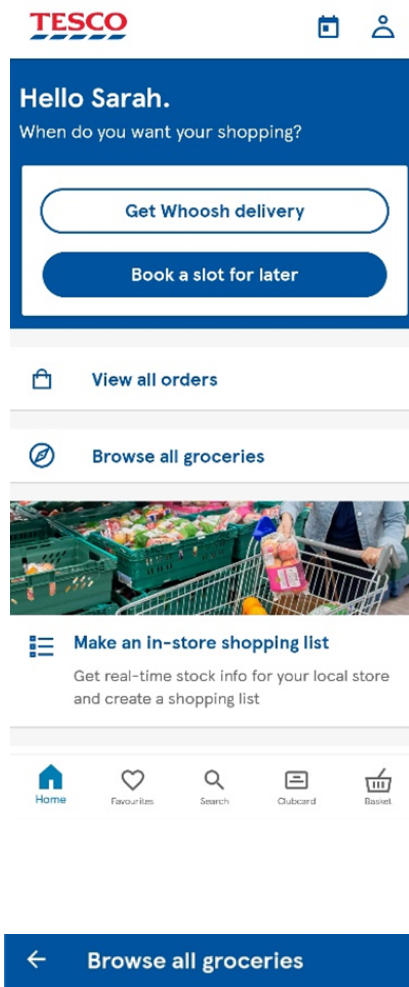
Once I signed up I found the app to be very straight forward and ordering using Whoosh was available at the top of the app so no digging around to find out how to use it. I like to think I'm pretty techy, but this app is so straightforward.



Soft Skills Tip - Make it Easy for Your Audience to Engage

Have you ever read a book or a document where the font size is so small as to make it hard to read? Choose a font size of at least 16. We are using 12 in this report with plenty of space to give the reader a 'breather' between sections.

A Real-Life Example of Rapid Grocer-ing Cont.

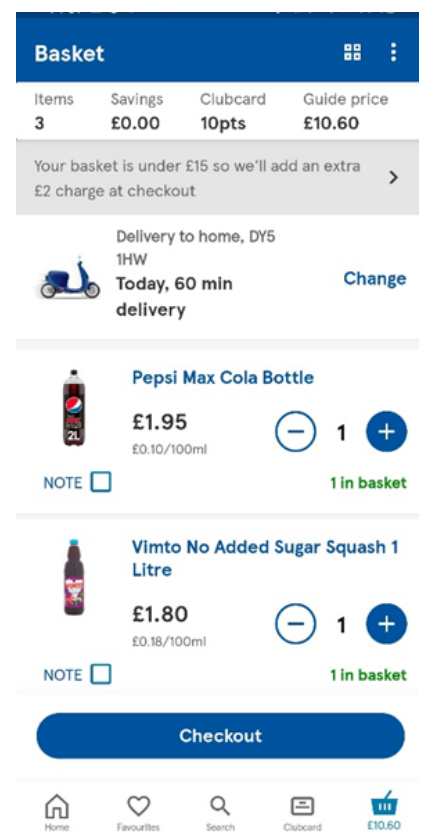
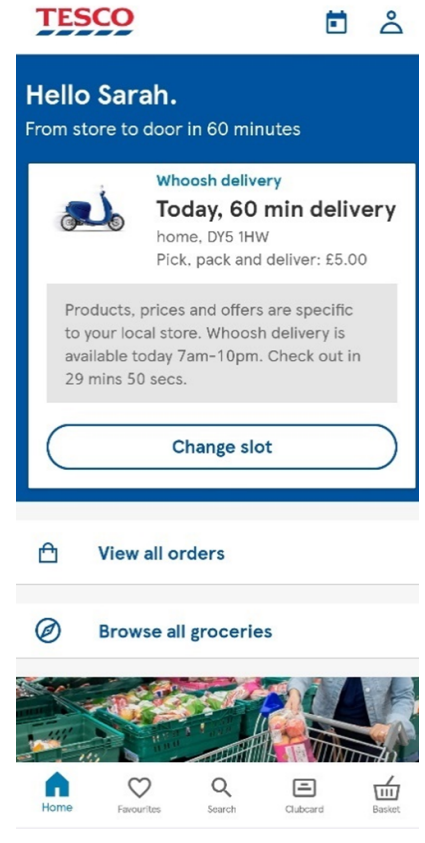


Time: 14:41

After clicking on the Whoosh delivery option, I was given a 30-minute countdown in which I was allocated a slot. I only needed 2 seconds. Noting that the delivery costs £5. But at this point, it was £5 for squash to be delivered or a child screaming purple juice all evening. The £5 is worth every penny.

I was allocated a Tesco Express shop. I could not find an option to change the shop in which I was allocated to but hey, if Tesco doesn't have squash, then they are doing something wrong.

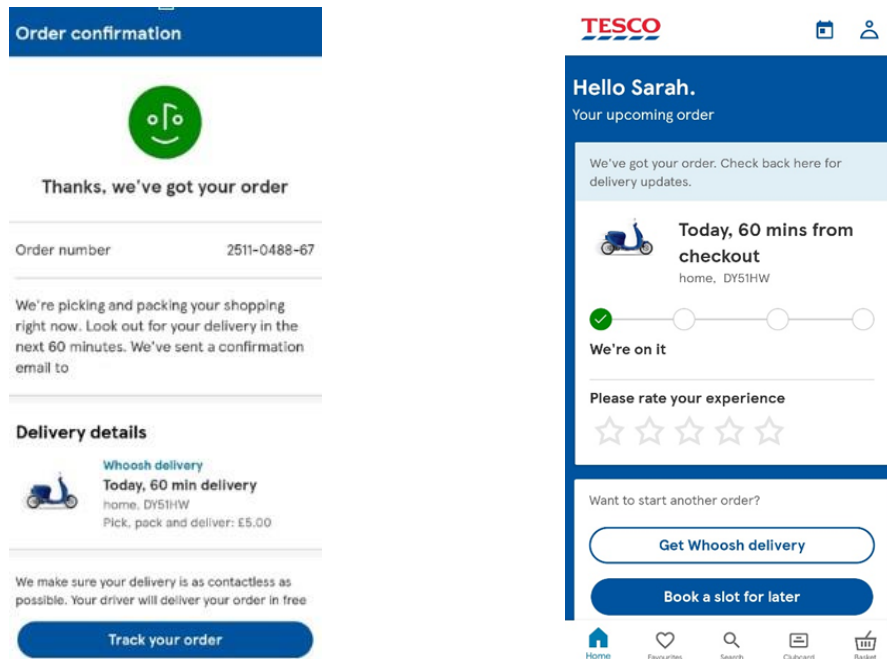
Excitingly, browsing the grocery section was straightforward. It allowed me to select a category and choose my desired item.



I then selected my order and clicked on my basket. I noticed that if you do not spend £15 or more there is an additional £2 basket charge, taking the fee from £5 to £7. I ordered 3 items. Still totally worth it. My mind was racing thinking about £7 for peace and quiet. Definitely.

I was then taken to the checkout where you put your card information. I tapped those numbers in so quickly. My order was placed at 14:43. I was able to track my order using the app.

A Real-Life Example of Rapid Grocer-ing Cont.



Now I wait patiently with an impatient child wanting purple juice.

Time: 15:00

No email or message to say that my order has been confirmed. But the tracking states 'we're on it'. I have faith. If Tesco is saying they are dealing with it then they are dealing with it.

Time: 15:02

Low and behold, 2 minutes later, music to my ears. Tracking states: 'On its way' with an estimated delivery time.

Time: 15:09

Ding dong, my ring doorbell chimes. Delivery arrives at the door.

When opening the bag, 1 item was missing. The note inside stated it was out of stock. I was not offered a substitute to accept but hey, the squash was there and my child and ears were happy.

Overall, the delivery was extremely quick. It took 26 minutes from order to delivery. I will be using this service again. Delivery is a little expensive if you don't spend more than £15 but it definitely does what it says on the tin and is better.

2. What Might We Use these Services for?



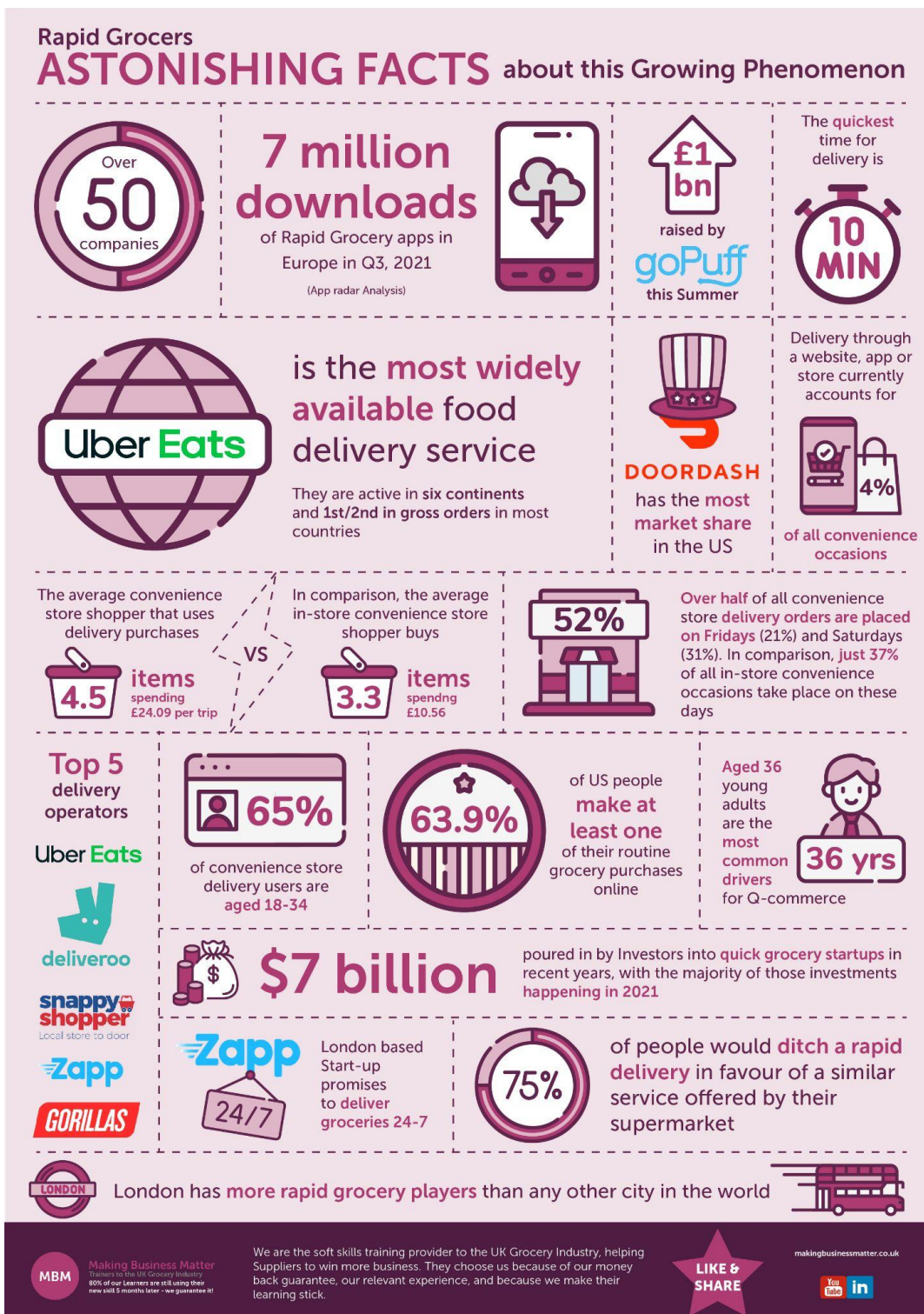
Hayfever tablets in the Summer because it saves us 'popping to the shops'.

'Fancy some wine tonight?' Oh, we have none. I'll order a bottle of red. I'll make it two'.

Making a beef stew and need cornflour. Apron on. Head to foot in ingredients. I'll order it.

We just need to remember that some Rapid Grocer brands have a minimum delivery charge and others charge for the delivery. That will mean that we might just order two or 3 things if we need one. If you are ordering hayfever tablets, I'll add some loo rolls, milk, and washing powder because we will always use it.

3. Astonishing Facts about this Growing Phenomenon Infographic



The larger version of this infographic is available as a [high resolution PDF file](#).

4. The Top 14 Rapid Grocers



Postmates





Soft Skills Tip - Infographics Convey a lot of Information Quickly

You can find a host of free soft skills infographics at

<https://www.makingbusinessmatter.co.uk/free/infographics/> or just search 'mbm infographics'.

Difference between Affect and Effect

Knowing the difference between affect & effect can be the difference between looking good & looking bad. Don't risk your credibility! Here's why...

Presenting to an audience, writing a report, or sending an email, there are two schools of thought when it comes to spelling and grammar. The first says that it doesn't matter because people will forgive your minor errors. The other school of thought says that with technology like spell check you should not make silly spelling and grammar mistakes. Our belief is - Don't risk it.

Your Most Popular Questions Answered on the difference between affect and effect

- AFFECT - **- EFFECT -**

What is an example of affect and effect?
The cloud affects the tree by striking it with lightning. The tree is effected by the lightning because it has been reduced to ash.

Affect is usually a verb meaning "to produce an effect upon," as in "the weather affected his mood." Effect is usually a noun meaning "a change that results when something is done or happens," as in "computers have had a huge effect on our lives." There are exceptions, but if you think of affect as a verb and effect as a noun.

How do you remember affect and effect?

There are six ways you can remember the difference between affect & effect & begin to choose the correct word:

1. RAVEN Technique

Use the R.A.V.E.N technique, which is:

- R** = Remember
- A** = Affect
- V** = Verb
- E** = Effect
- N** = Noun

This only works if you know the difference between a verb & a noun. To understand the difference it is useful to understand that one of the two words is a verb & the other is a noun. The verb is 'affect' & a verb is a doing word, which is similar to run, drive, slide, think, & stand. The noun is 'effect' & a noun is a naming word, which is similar to teacher, cleaner, social worker, footballer, & boy.

How to... Work from Home Effectively Infographic

Is Working from Home a Good Idea?

No longer does it mean working from home translates into You're having a jolly

2012 2016 2020

'Work from home' is still gaining popularity

M.I.N.D.S.E.T Adopt 7 Best Practices

How can I Work from home Myself?

M-anage

Managing yourself. Almost 10,000 people in the UK type into google each month 'Time Management'.

4 Best Practices You Need to Adopt to Be an Effective Home Worker

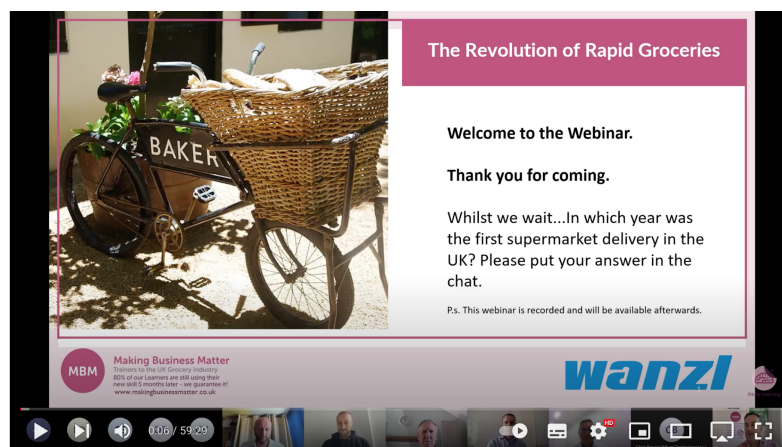
- Establish a Routine**
Choose 3 items
- Do Eat That Frog**
Identify your frog each day & eat it first.
- No More Cabbage Butterflies**
Remove distractions, e.g. turn off email notifications & do 'plan to completion'
- Write a Daily To-Do List**
Write a new to-do list each day & asterisk what must be done that day

5. Rapid Grocers Webinar Attended by Amazon, Tesco, Asda, etc.

In September 2021, together with our collaborative partner Wanzl, Rapid Grocers was the topic of our webinar. A very successful and well-attended webinar looking at the rise of Rapid Grocers, like Getir.

Attended by all the leading retailers, like Amazon, Tesco, Sainsbury's Asda, IKEA, etc. and delivered by speakers from Nielsen IQ, and Gorillas, offered their views on this revolution in grocery retailing.

The webinar was £25 to join. You can watch the recorded Rapid Grocers webinar at no charge.



To watch the recorded webinar, you can either:

- Click on this link - <https://www.youtube.com/watch?v=dfwcaVQ3kAM>

Or

- Go search 'making business matter revolution of rapid groceries'.



Soft Skills Tip - Be Part of Retailer Attended Webinars

We have hosted webinars on HFSS, sustainability, and Rapid Grocers. There is a schedule for 2022, along with the topics, how you can attend, and how to become a speaker. They are attended by most of the leading retailers.

<https://www.makingbusinessmatter.co.uk/webinars/> or search 'mbm webinars'.

6. An Overview and an Understanding of the Market

This rapid grocery/online grocery market is where the iPad was when it launched. Someone started the trend for quick commerce, and now we find that customers are getting used to quicker than same-day delivery, companies are finding ways to deliver even quicker, and all whilst no one yet knows exactly what to call it.

So, until we end up with the generic equivalent of tablets, (iPad), we'll call them 'Rapid Grocers'. Though, we do have a take on this thought later in our report.



6.1 Size of the Market

The IGD estimates that the quick commerce market is currently worth £1.4bn in the UK and will grow rapidly in the coming years to £3.3bn. The USA is estimated to achieve \$20 billion. There are no new customers so the only way that these rapid grocers can grow is to steal customers from supermarkets.

Funding for the rapid grocery companies is reported to be \$5.9bn with one company DoorDash being valued at over £40bn. Acquisitions and investments are rife with Carrefour buying a stake in Cajoo and Tesco creating the Whoosh brand. This is the start of a very exciting and explosive time in the world of grocery.

“This is a cost-intensive business that is low-margin and scale driven - that is absolutely correct,” said DoorDash Chief Operating Officer Christopher Payne.

Source: [WSJ](#)

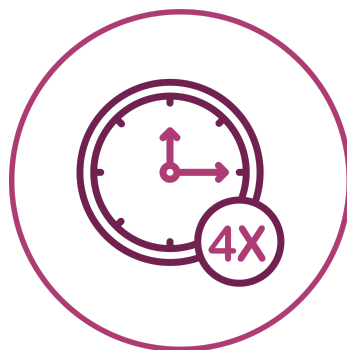
Source: [IGD](#)

6.2 An Overview and an Understanding of the Market: Three Types of Models



- Delivery systems, like Flipdish, can provide the system to enable quick ordering.
- Third Parties, like Uber Eats, where companies collect the takeaway or groceries from a store and then deliver to the customer.
- Vertical integration, like Gopuff, who have 'dark stores' to pick goods and then deliver directly.

6.3 An Overview and an Understanding of the Market: Four Types of Delivery Times



In around 2011 the first companies started delivering locally. Probably led by 'Postmates', who are now 'Uber Eats'. GoPuff, in 2013, pushed that need to almost 'instant'. The delivery window times, this is from order to delivery, now broadly fit into 4 windows:

- Under 10 minutes
- 11 minutes to 30 minutes
- 31 minutes to 60 minutes
- Same-day

A customer would not use the language of, for example, 11-30 minutes. They would better understand marketing language of 'under 10 minutes', or 'within the hour', or 'immediate delivery'.

Will the customer care beyond getting their delivery in under 30 minutes? Yes, there is a 'need for speed', yet it's a little like height in basketball. Once you are over 7 feet, it is still being able to play that mostly counts. In Rapid Grocery once a certain time is met, like 'under 30 minutes', I believe customers will be more interested in service than asking brands to chase 9 minutes, or 8 minutes, unless the shoppers just want to see whether it is possible as a novelty.

The battleground for our Rapid Grocers is more likely to be in reaching more customers quickly (by adding additional countries and cities) and having great customer service where customers write positive reviews online for others to see.

6.4 An Overview and an Understanding of the Market: Three Types of Delivery



A delivery can either be a take-away from a local restaurant or groceries or both. So the 3 types are:

- Takeaway food
- Groceries
- Both



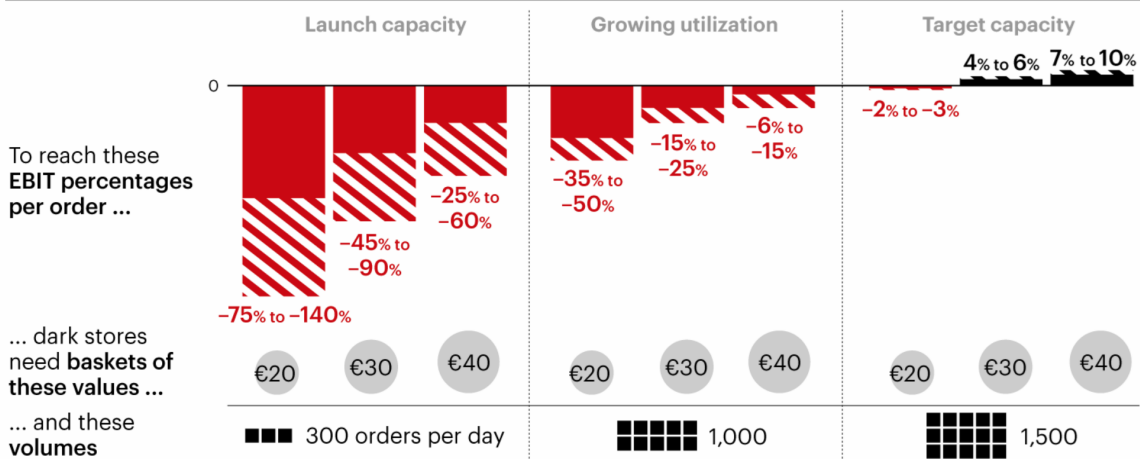
Making Money in the Wild West

There's going to be a shoot out and not everyone will survive. It's a 'land grab' and best broken down by Bain & Company in their 'Strategic Challenge' article. They share a very useful graphic that shows for a rapid grocer to achieve a positive margin they need:

- Consumers to spend over 30 euros.
- Orders of 1,500 per day (1,500 orders per day is over half a million orders per year).

In essence, as they say at the top of their graphic - double their basket size and quadruple their orders.

To become profitable, European quick-commerce start-ups need to double basket size and quadruple order volumes per dark store



Notes: EBIT percentages are estimates based on revenue=basket value + 5% price markup + delivery fees; costs including COGs (65%); supply chain costs including wastage; unit costs=picking, delivery, dark store rent + refurbishment; customer acquisition costs; fixed costs=marketing, tech, G&A, customer service; this model does not include supplier financing
Source: Bain & Company

Courtesy of Bain and Company Inc

An Overview and an Understanding of the Market, Cont.

Grocery retailing is a low margin business with EBITDA margins generally at 4% to 8% and EBIT running at 2% to 5% of net sales. So, with Rapid Grocers need to charge a delivery fee. Typically 4% to a bill. So, if you order £50, there's likely to be a delivery charge of around £2.50. For much smaller orders the delivery charge might need to be higher and this is the choice that consumers will make - how much is convenience really worth?

According to the Times and Bain & Co. the losses for established rapid grocers are:

- Order size of £20 = a £9.80 loss
- Order size of £25 = a £9 loss
- Order size of £30 = a £8.10 loss

It is only when the scale is achieved that profits are possible.

Source: [Bain & Company](#)

Source: [Foley Retail Consulting](#)



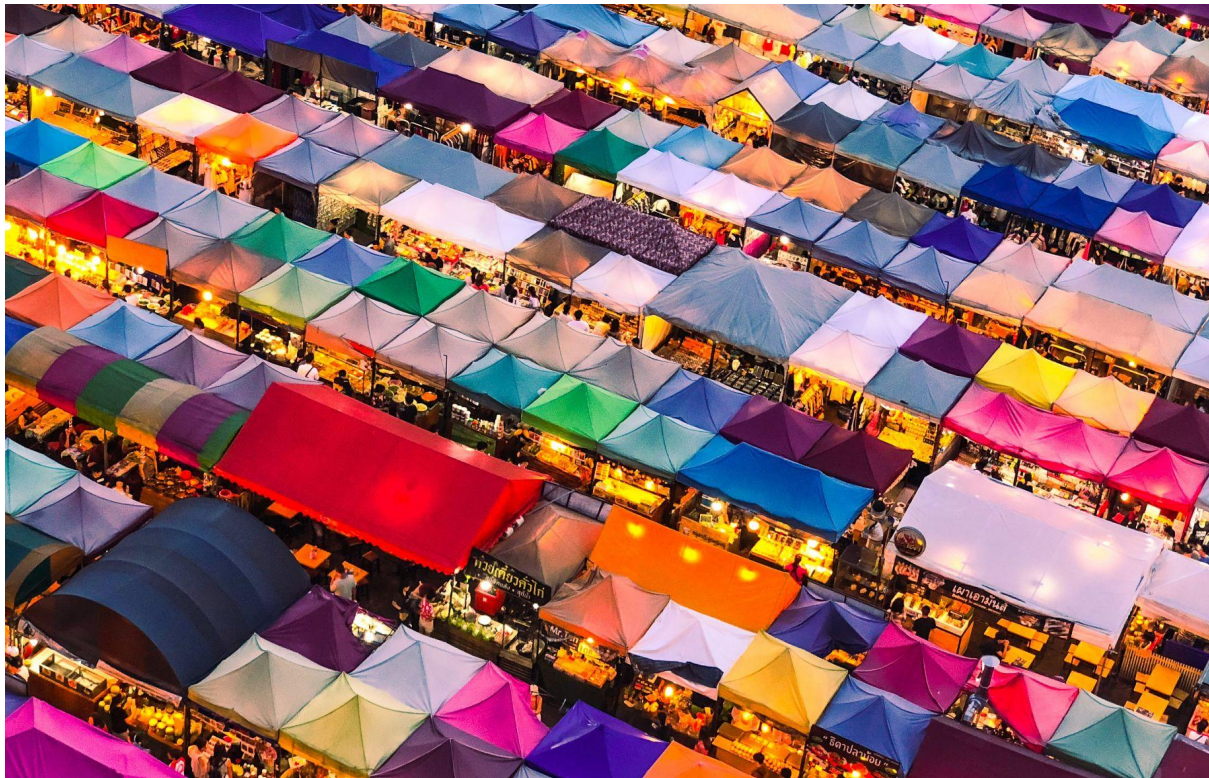
Soft Skills Tip - Appealing to All Thinking Preferences

HBDI (Herrmann Brain Dominance Instrument) is a great profiling tool for understanding how people prefer to think, in order to improve communication. I am a yellow, which means that I communicate in the big picture, so I have to be mindful to 'get into the facts' and the detail to appeal to other thinking preferences.

You can find out more about HBDI

<https://www.makingbusinessmatter.co.uk/hbdi-ultimate-guide/> or search 'mbm hbdi'.

7. What Do We Call this Market?



Remember, for this market, this is the time when the iPad launched. So customers seem to be using the brand names, as we did 'iPad', before we got used to using the generic description of 'tablet'.

The terms being used currently by customers, investors, and the media are these 13 terms:

- Grocery Deliveries
- Quick Commerce
- Q Commerce
- Rapid Groceries
- Rapid Grocery Deliveries
- Rapid Delivery
- Instant Groceries
- Ultra Fast
- On-Demand Grocery
- Dark Stores
- Dark Kitchens
- E Grocery
- Online Grocery
- Supermarket Delivery

We'll assume that Quick Commerce and Q-Commerce are treated as the same search term by Google, as it does with singular and plural words and those spelt wrongly. For example, if I spell separate as separate, a common mis-spelling, Google treats it as the same search.

You can see from our Google tool (Keyword Planner) below that global searches of each of the 13 teams above reveals the searches with the highest volume. Plus, the USA and the UK volumes are shown below also:

Global

The image displays four screenshots of the Google Keyword Planner interface, showing search results for various grocery-related terms. Each screenshot includes a search bar, filters, and a table of keywords with their average monthly search volumes.

Screenshot 1: Dark Stores, Online Grocery, Quick Commerce, Q Commerce, Rapid Delivery, Ultra Fast

Keyword (by relevance)	Avg. monthly searches
dark stores	10K - 100K
online grocery	10K - 100K
quick commerce	1K - 10K
q commerce	1K - 10K
rapid delivery	1K - 10K
ultra fast	1K - 10K

Screenshot 2: E Grocery, Dark Kitchens, Instant Grocery, On Demand Delivery, Rapid Groceries, Rapid Grocery Deliveries

Keyword (by relevance)	Avg. monthly searches
e grocery	1K - 10K
dark kitchens	1K - 10K
instant grocery	100 - 1K
on demand delivery	1K - 10K

Screenshot 3: Rapid Groceries, Rapid Grocery Deliveries

Keyword (by relevance)	Avg. monthly searches
safeway mt rushmore	10 - 100
rapid groceries	0 - 10
rapid grocery deliveries	0 - 10

Screenshot 4: supermarket delivery, GROCERY DELIVERY

Keyword (by relevance)	Avg. monthly searches
supermarket delivery	1K - 10K
grocery delivery	100K - 1M

Screenshot 5: Shopping Delivery Near Me

Keyword (by relevance)	Avg. monthly searches
shopping delivery near me	1K - 10K

[Courtesy of Keyword Planner](#)

USA

Dark Stores, Online Grocery, Quick Commerce, Q Commerce, Rapid Delivery, Ultra Fast, E Grocery United States

Broaden your search: + grocery channel + supermarket store +

Exclude adult ideas X Add filter 1,146 keyword i

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Thr
Keywords you provided		
<input type="checkbox"/> dark stores	1K - 10K	
<input type="checkbox"/> online grocery	1K - 10K	
<input type="checkbox"/> quick commerce	100 - 1K	
<input type="checkbox"/> q commerce	100 - 1K	
<input type="checkbox"/> rapid delivery	100 - 1K	
<input type="checkbox"/> ultra fast	100 - 1K	
<input type="checkbox"/> e grocery	100 - 1K	

Dark Kitchens, On Demand Delivery, Instant Grocery United States

Broaden your search: + grocery + delivery + kitchen + kit

Exclude adult ideas X Add filter 1,172 keyword i

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Thr
Keywords you provided		
<input type="checkbox"/> dark kitchens	100 - 1K	
<input type="checkbox"/> on demand delivery	1K - 10K	
<input type="checkbox"/> instant grocery	10 - 100	

Rapid Groceries, Rapid Grocery Deliveries United States

Use different keywords for more results Edit

Broaden your search: + grocery deliveries + deliveries + rapid c

Exclude adult ideas X Add filter 8 keyword idea

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Thr
Keywords you provided		
<input type="checkbox"/> hyvee wilson ave floral	10 - 100	
<input type="checkbox"/> safeway mt rushmore	10 - 100	
Keywords you provided		
<input type="checkbox"/> rapid groceries	0 - 10	
<input type="checkbox"/> rapid grocery deliveries	0 - 10	

supermarket delivery, GROCERY DELIVERY United States

Broaden your search: + shopping delivery + delivery service +

Exclude adult ideas X Add filter 1,679 keyword

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Thr
Keywords you provided		
<input type="checkbox"/> supermarket delivery	1K - 10K	
<input type="checkbox"/> grocery delivery	100K - 1M	

Shopping Delivery Near Me United States

Broaden your search: + errand delivery near me + shopping delivery

Exclude adult ideas X Add filter 402 keyword i

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Thr
Keywords you provided		
<input type="checkbox"/> shopping delivery near me	10 - 100	
Keyword Ideas		

Courtesy of Keyword Planner

UK

Dark Stores, Online Grocery, Quick Commerce, Q Commerce, Rapid Delivery, Ultra Fast, E Grocery United Kingdom

Broaden your search: [+ grocery channel](#) [+ supermarket store](#) [+ or](#)

Exclude adult ideas × Add filter 690 keyword ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> dark stores	100 - 1K	
<input type="checkbox"/> online grocery	1K - 10K	
<input type="checkbox"/> quick commerce	100 - 1K	
<input type="checkbox"/> q commerce	100 - 1K	
<input type="checkbox"/> rapid delivery	100 - 1K	
<input type="checkbox"/> ultra fast	100 - 1K	
<input type="checkbox"/> e grocery	10 - 100	

Some of the keywords were removed and won't be used for keyword ideas.

Dark Kitchens, On Demand Delivery, Instant Grocery, Rapid Groceries, Rapid Grocery Deliveries United Kingdom

Broaden your search: [+ grocery deliveries](#) [+ grocery](#) [+ delivery](#)

Exclude adult ideas × Add filter 1,122 keyword ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> dark kitchens	1K - 10K	
<input type="checkbox"/> on demand delivery	100 - 1K	
<input type="checkbox"/> instant grocery	10 - 100	
Keyword ideas		

Some of the keywords were removed and won't be used for keyword ideas.

Rapid Groceries, Rapid Grocery Deliveries United Kingdom

Use different keywords for more results [Edit](#)

Broaden your search: [+ grocery deliveries](#) [+ deliveries](#) [+ rapid deli](#)

Exclude adult ideas × Add filter 10 keyword ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
<input type="checkbox"/> waitrose rapid shop	10 - 100	
Keywords you provided		
<input type="checkbox"/> rapid groceries	0 - 10	
<input type="checkbox"/> rapid grocery deliveries	0 - 10	

supermarket delivery, GROCERY DELIVERY United Kingdom

Broaden your search: [+ shopping delivery](#) [+ delivery service](#) [+ gr](#)

Exclude adult ideas × Add filter 1,141 keyword ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> supermarket delivery	1K - 10K	
<input type="checkbox"/> grocery delivery	10K - 100K	

Shopping Delivery Near Me United Kingdom

Broaden your search: [+ errand delivery near me](#) [+ shopping delivery](#)

Exclude adult ideas × Add filter 456 keyword ideas

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three
Keywords you provided		
<input type="checkbox"/> shopping delivery near me	1K - 10K	

[Courtesy of Keyword Planner](#)

The above search volumes have been summarised in the table below with the most searched terms as 'Grocery Deliveries' across the globe and in the US and in the UK:

What Do We Call this Market? Cont.

Search Term	Global	USA	UK
Grocery Deliveries	100K - 1M	100K - 1M	10K - 100K
Dark Stores	10K - 100K	1K - 10K	100 - 1K
Online Grocery	10K - 100K	1K - 10K	1K - 10K
Quick Commerce	1K - 10K	100 - 1K	100 - 1K
Q Commerce	1K - 10K	100 - 1K	100 - 1K
Rapid Delivery	1K - 10K	100 - 1K	100 - 1K
Ultra Fast	1K - 10K	100 - 1K	100 - 1K
E Grocery	1K - 10K	100 - 1K	10 - 100
Dark Kitchens	1K - 10K	100 - 1K	1K - 10K
On Demand Delivery	1K - 10K	1K - 10K	100 - 1K
Supermarket Delivery	1K - 10K	1K - 10K	1K - 10K
Shopping Delivery Near Me	1K - 10K	10 - 100	1K - 10K
Instant Groceries	100 - 1K	10 - 100	10 - 100
Rapid Groceries	0 - 10	0 - 10	0 - 10
Rapid Grocery Deliveries	0 - 10	0 - 10	0 - 10

Many of these are not terms/keywords/searches that a customer would enter into Google. Customers are likely to enter the brand at the moment, like Whoosh or Getir.

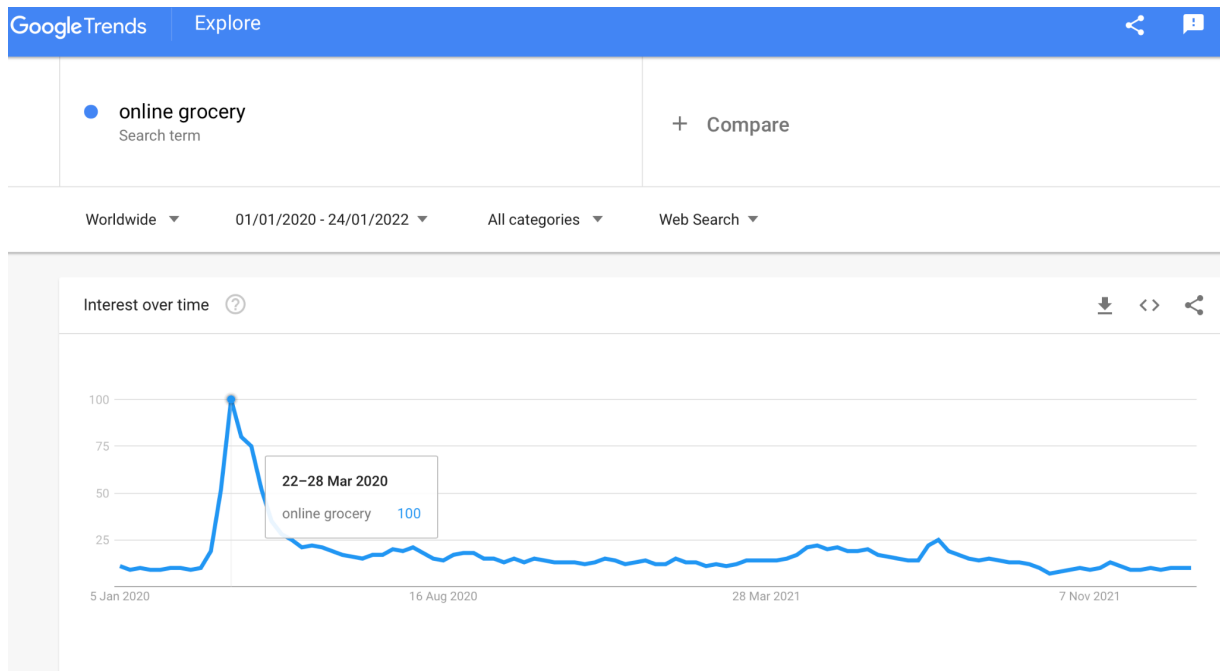
It is more likely that the search volume is being generated by investors, media, and those working in the industry, who are searching and wanting to discover more about this market. Particularly the terms 'dark stores', and 'dark kitchens' as these are industry-specific terms.

I feel that 'online grocery' is the best term that could be both used as an industry term and as a customer term. I also suspect that customers may start to more frequently use the term 'e-grocery'. We'll wait and see...

Covid-19 has shaped many industries and grocery was no different. As Covid took hold people realised that working from home was not a jolly, great work could be achieved, and in turn, they demanded solutions, even in the way they had shopped groceries for the last 50 years. Rapid grocery was given a firm shove into the limelight.

What Do We Call this Market? Cont.

Google Trends shows us that 'online grocery' became very popular in March 2020, as the pandemic took hold across the world:

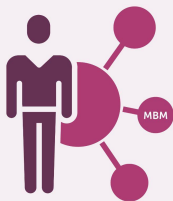


From here on in we'll use the term 'online grocery' as the most favoured term for this market (And maybe, like Nostradamus, predict that this will become the equivalent of the 'tablet'! That said 'Rapid Grocery' might take off).

[Courtesy of Google Trends](#)

Source: [Coresight](#)

Source: [IGD](#)



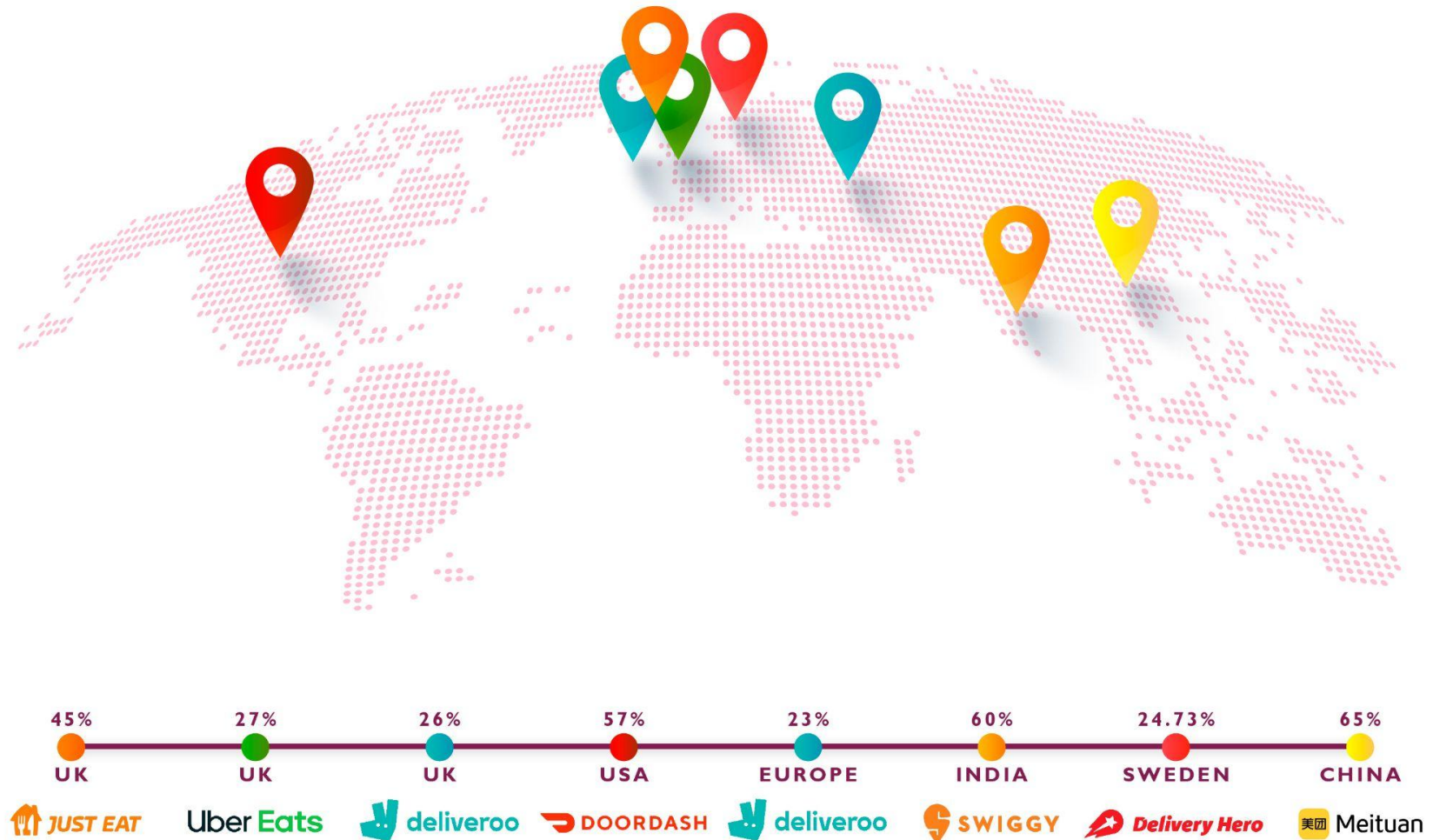
Soft Skills Tip - Build Trust by Understanding the Trust Model

Credibility is a key part of the 4-part trust model. Knowing what the market should be called is key when you are sharing what you know in a presentation, with an audience or with a client:

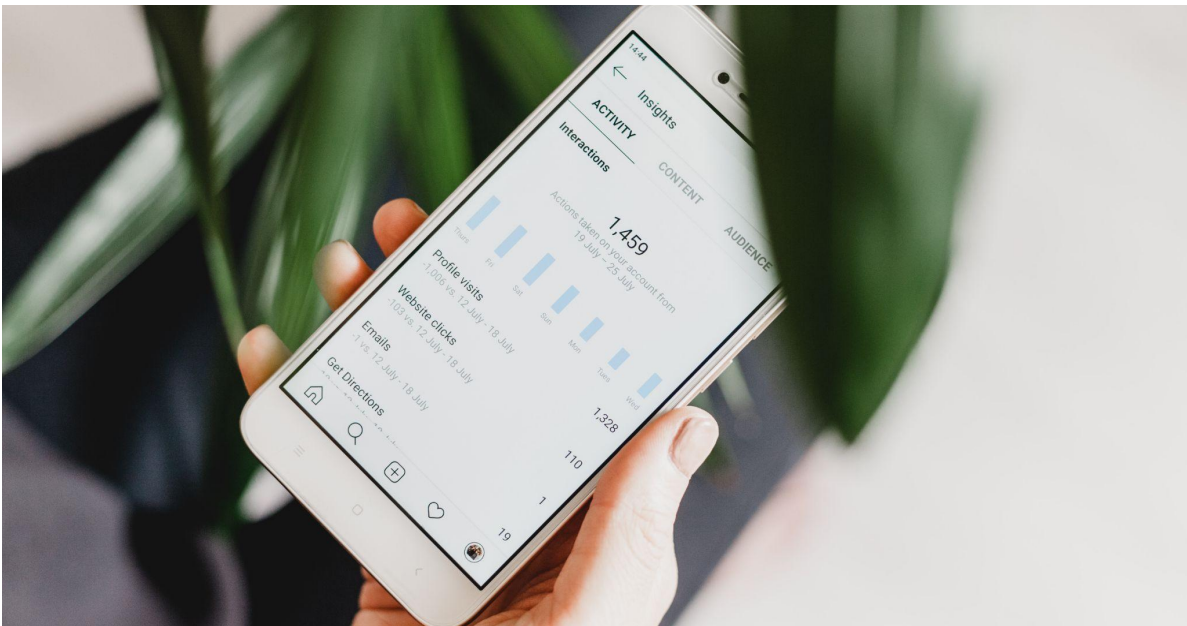
<https://www.makingbusinessmatter.co.uk/trust-formula/> or search 'mbm trust model'.

8. The Rapid Grocers and their Global Marketshare

The below graph shows the proportion of market controlled by the main rapid grocer continents based on location.



9. Top 10 Insights from the Online Grocery Market



1. Amazon Fresh/Morrisons have the most website visits each month at 51,093,840.
2. Amazon Fresh/Morrisons (Amazon) and UberEats have the best Domain Authority at a staggering 93 and 91. The domain authority of a website describes its relevance for a specific area or industry and how trusted it is. The top 3 companies with the highest domain authority are Facebook with a domain authority of 100, Twitter with a domain authority of 99 and Instagram with a domain authority of 99.
3. Amazon Fresh/Morrisons has the best Ahrefs ranking at #155. Ahrefs ranking shows the backlink strength of your website and then ranks websites based on their popularity from #1 on the planet to #2.5bn. The top 3 companies with the highest ranking are Facebook with a ranking of 1, Instagram with a ranking of 2 and Twitter with a ranking of 3.
4. The USA take the lead in how many providers of rapid grocery delivery firms they have with 21 providers and the UK stands in second place with 15 providers.

Top 10 Insights from the Online Grocery Market Cont.

5. Amazon Fresh/Morrisons and Swiggy are the only rapid grocery firms that offer an option of free delivery.
6. Out of all 78 Delivery companies, 44 take less than 30 minutes to deliver. A total of 54%.
7. Flipdish has the highest ranking on trust pilot at 4.8 out of 5. Followed by Beelivery with 4.7 out of 5 and then Getir with 4.6 out of 5.
8. Pupumall, RINO, Yalla Market, Lisek, Yandex, Bairro, Ola Dash, Macai, Blok, and DeliveryDrop delivery can only be ordered using an app.
9. Swiggy has the most market share in India at 60% of the market followed by Bigbasket at 35%.
10. Just Eat has the most market share in the UK at 45%. Followed by UberEats at 27%.

AMAZON FRESH	SAINSBURY'S	TESCO	WAITROSE
			
GROCERIES: £40.19 DELIVERY: FREE SAME DAY TOTAL: £40.19	GROCERIES: £42.00 DELIVERY: £2.49 1 hour TOTAL: £44.49	GROCERIES: £39.14 DELIVERY: £7 3 days TOTAL: £46.14	GROCERIES: £52.69 DELIVERY: £5 TOTAL: £57.69

Courtesy of [Daily Mail](#).

10. The Biggest Player in the Rapid Grocery Global Market is from the US - DoorDash

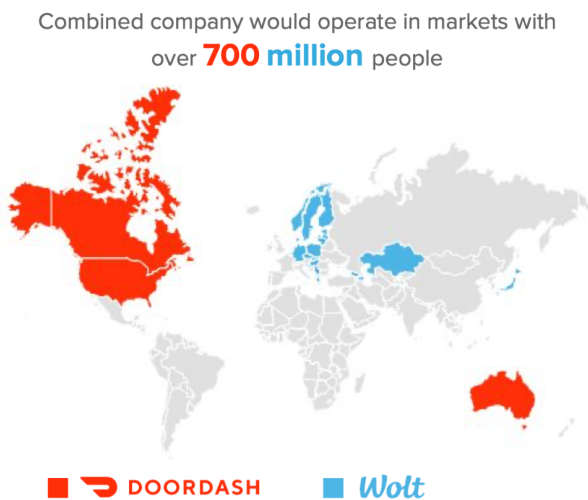
An American company founded in 2013 by four college students, based in San Francisco. Their current revenue is \$2.9bn and is a public company quoted on the New York Stock Exchange. They have a 56% share of US meal delivery sales.

The company initially delivered takeaway food and then started expanding its offer to include groceries in 2020 - also partnering with Wal-Mart. It's a natural move for a company like this to widen its offer once the infrastructure is in place.

DoorDash is concerned by investors as more of a technology company than a grocer or a supermarket. This is because the systems infrastructure required to achieve quick delivery has to be cutting edge.

In November 2021, concerned about being focused on the US only, DoorDash acquired Helsinki based company 'Wolt' for \$8.1bn. Wolt serves 23 European countries. This established DoorDash as a global player in the delivery of takeaway food.

Large Local Commerce Opportunity



Courtesy of DoorDash

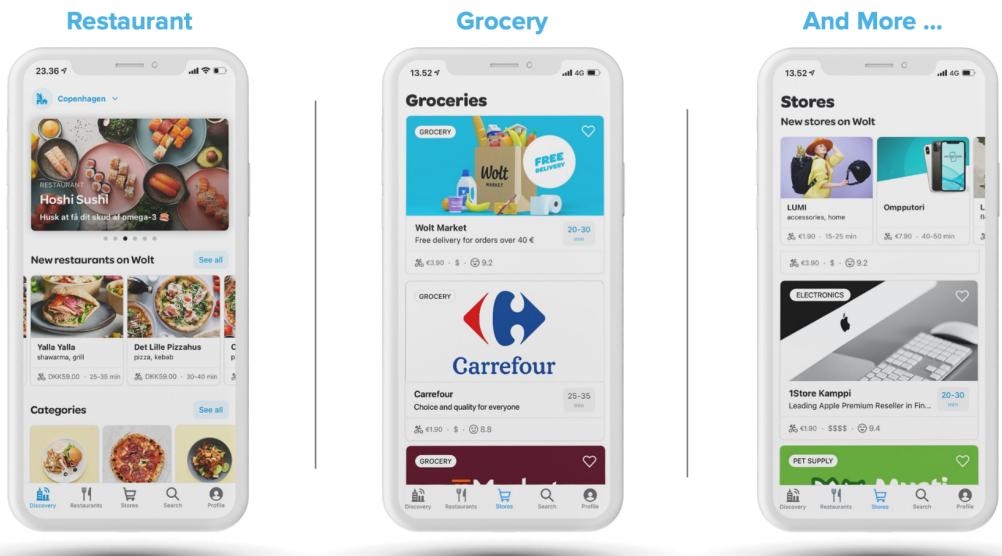
The Biggest Player in the Rapid Grocery Market is from the US - DoorDash Cont.

Transaction Overview



<p>Transaction Summary</p>	<ul style="list-style-type: none"> Approximately €7.0B (US\$8.1B)¹ consideration, subject to customary purchase price adjustments All stock transaction DoorDash equity issued as part of the transaction will be valued at approximately \$206.45 per share, based on DoorDash's 30-day VWAP as of November 3, 2021 New retention pool of €500M reserved for Wolt management and employees
<p>Leadership</p>	<ul style="list-style-type: none"> Miki Kuusi to run DoorDash International, reporting to Tony Xu Key executives and country leaders from Wolt have agreed to join DoorDash
<p>Financial Impact</p>	<ul style="list-style-type: none"> Expect to be accretive to GOV growth in 2022 Expect pro forma combined Adj. EBITDA of \$0 to \$500 million in 2022
<p>Closing</p>	<ul style="list-style-type: none"> The transaction is subject to customary closing conditions for transactions of this type, including applicable regulatory approvals Expected to close in 1H 2022

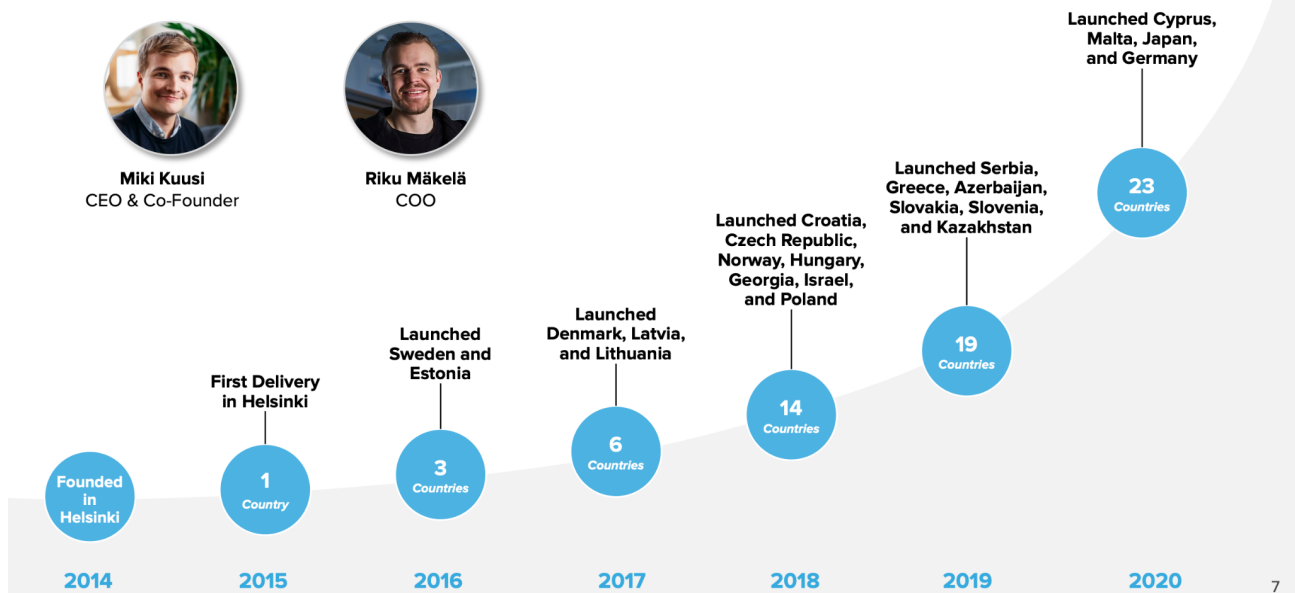
Delivering Local Commerce



Courtesy of DoorDash

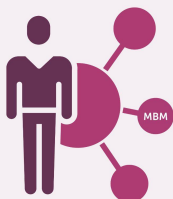
The Biggest Player in the Rapid Grocery Market is from the US - DoorDash Cont.

World Class Operators with Proven Ability to Scale



Their [investor's presentation](#) is well worth a look.

Courtesy of DoorDash



Soft Skills Tip - Don't Add Excessive Text to Your Slides

Your audience can read 7 times faster than you can speak, so if you are reading your slides, don't, because they have already read it and are now just waiting for you to catch up.

11. DoorDash Online Performance

They have 7.8m website visitors per month, which is the highest traffic of all the rapid grocery companies. In comparison, using the same tool, Tesco has 1.5m of website visitors per month.

If you were to rank all the websites in the world from #1 to 2.5 billionth, by popularity, DoorDash has a ranking of #673 in the world. According to Alexa.com - the website ranking tool, not the voice thing.

The company wins in the online stakes because it has successfully got reach for its brand name. People type into Google 'doordash', which is the top keyword that brings traffic to their website. The more interesting statistic is that 'food near me' brings almost the same amount of traffic for them.

Every business will be found by typing its brand into Google, or pretty much so. The key is that, if for example, you are a printer, you want to be found at the top of page one for labels, leaflets or similar keywords. You don't just want to be found for your brand because that means the customer already knows of you from another channel. Being found on Google for a generic term like 'tablet' gives you a whole new raft of customers.

Doordash has successfully achieved this with 'food near me' and similar searches like 'chinese delivery near me', 'dinner near me', and 'restaurants open near me'.

The last search term - 'restaurants open near me' - is particularly clever because whilst the intention of the searcher might be to go out for dinner, DoorDash might offer a google advertisement that says, 'Don't go out for dinner. Let us deliver it instead'. Clever - as Birds Eye used to say to me as a young buyer, 'We are increasing our share of stomach'.

DoorDash Online Performance Cont.

The above table is a screenshot from Ahrefs - one of the top 3 SEO tools used throughout the world. For any website, the tool can show which search terms drive traffic to the website.

For example, the last row in the image shows 'dessert delivered near me'.

- The third column 'Volume' shows the number of people that type those words into Google each month. In this case, 7.7k.
- The fourth column 'KD' is the keyword difficulty and tells us that if you wanted to rank your website for this keyword it has a difficulty of 17/100, whereas 'food near me' has a keyword difficulty of 89/100 - much harder. If not, impossible.
- The sixth column 'Traffic' shows the amount of traffic this website receives from this search term. In this case, it is '626' visitors, out of a potential 7,700.
- The eighth column 'Position' shows how this website ranks for that keyword. In this case, it is 5th, and that is why it only gets 8% of the traffic (626/7,700).

DoorDash Online Performance Cont.

49,851 keywords 19 Jan 2022 Compare with: 19 Dec 2021 Multiple URLs only Export

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Change	Position	Change	URL	Updated
<input type="checkbox"/> + door dash	6	15K	66	0.00	8,401	+280	1		https://www.doordash.com/ 5 more	1 d ago
<input type="checkbox"/> + food near me	1	483K	89	1.23	7,857		7		https://www.doordash.com/ https://www.doordash.com/restaurants-near-me/	5 h ago
<input type="checkbox"/> + doordash	4	9.2K	69	2.22	5,160	-89	1		https://www.doordash.com/ 4 more	22 h ago
<input type="checkbox"/> + chinese delivery near me	1	18K	53	1.16	1,291	-323	4 → 5	▼1	https://www.doordash.com/cuisine/chinese-near-me/	1 d ago
<input type="checkbox"/> + food deliveries near me		27K	74	1.71	1,203	+433	9 → 7	▲2	https://www.doordash.com/restaurants-near-me/	1 d ago
<input type="checkbox"/> + delivery restaurants near me	1	15K	78	1.53	734	-413	4 → 6	▼2	https://www.doordash.com/restaurants-near-me/ 1 more	1 d ago
<input type="checkbox"/> + breakfast delivered near me	3	9.6K	28	N/A	670		5		https://www.doordash.com/cuisine/breakfast-near-me/	1 d ago
<input type="checkbox"/> + desserts delivered near me	2	7.7K	17	N/A	626	+262	8 → 5	▲3	https://www.doordash.com/cuisine/dessert-near-me/	1 h ago

Courtesy of Ahref

12. The Second Player in the Online Grocery Global Market is from the US - Grub Hub

Grub Hub is an American platform that originally delivered food from local restaurants and then expanded to include groceries. Founded by Matt Maloney in 2004, has sales of \$1.3bn and is based out of Chicago with 2,773 employees.

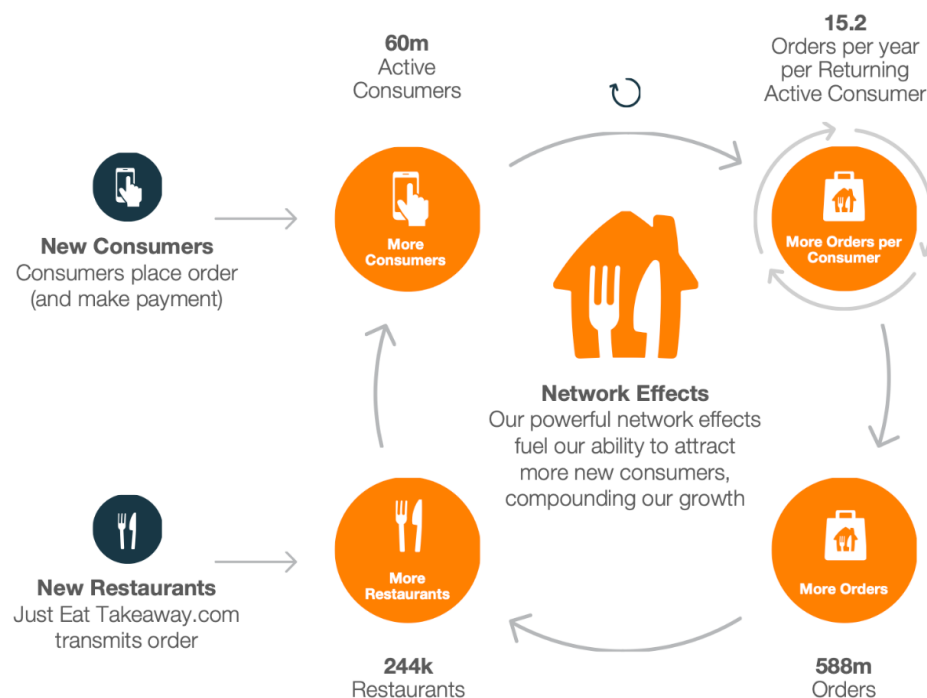
In June 2020 Just Eat bought Grub Hub for £5.75bn and also merged with Just Eat in the UK. The company then changed its name and is now known as 'Just Eat Take Away' and is based in Amsterdam. They own the following brands:

- Takeaway.com
- Just Eat
- Skip the Dishes
- Grubhub
- Menulog

This company created a serious competitor for DoorDash because they compete in the US, yet Just EAT Take Away is also in Europe where DoorDash did not have any presence until they acquired Wolt.

Their statistics are very impressive:

Just Eat Takeaway.com leverages powerful network effects



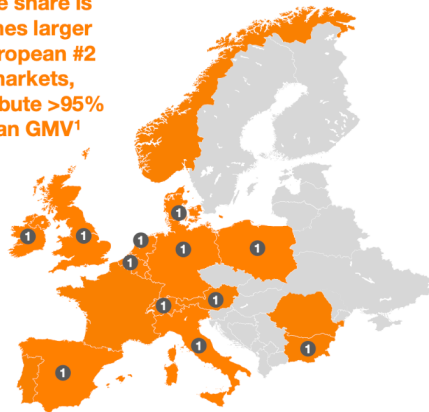
Courtesy of Just Eat

The Second Player in the Rapid Grocery Market is from the US - Grubhub Cont.

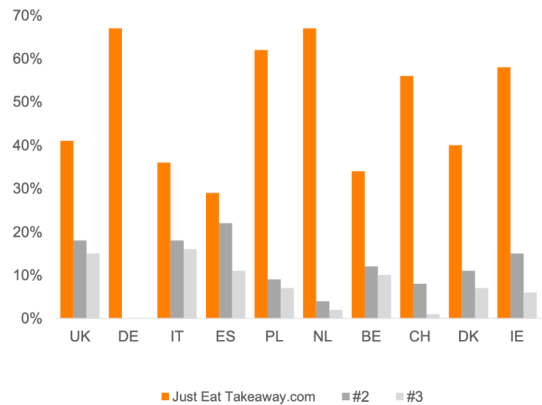
Just Eat Takeaway.com maintains an online food delivery share of ~70% in its European #1 markets¹

Leading online player in major European markets¹

JET's online share is multiple times larger than the European #2 in its #1 markets, which contribute >95% of European GMV¹

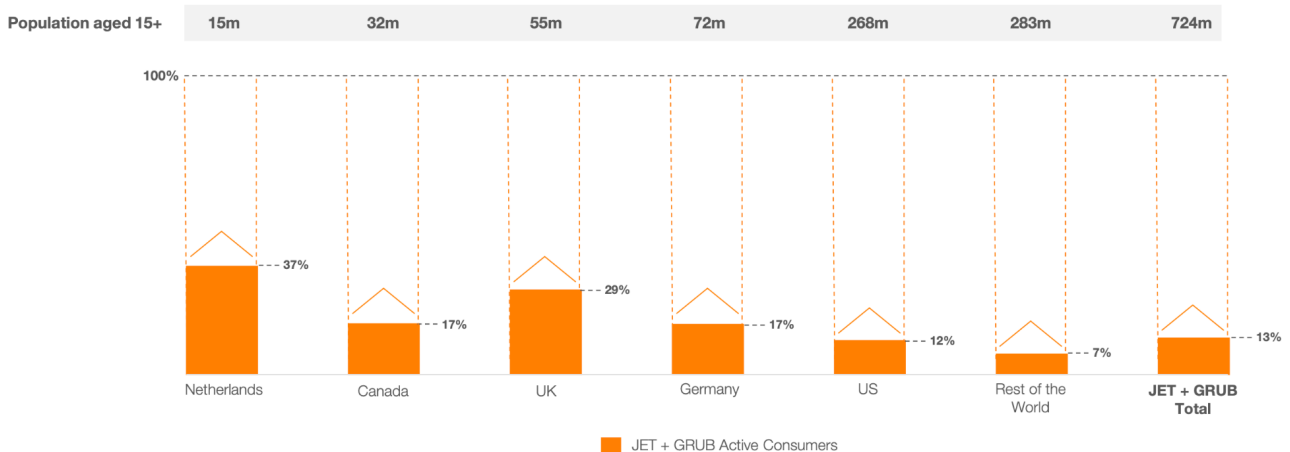


Supported by our top-of-mind brand position in Europe²
Brand awareness in selected European markets, sorted by population



Courtesy of Just Eat

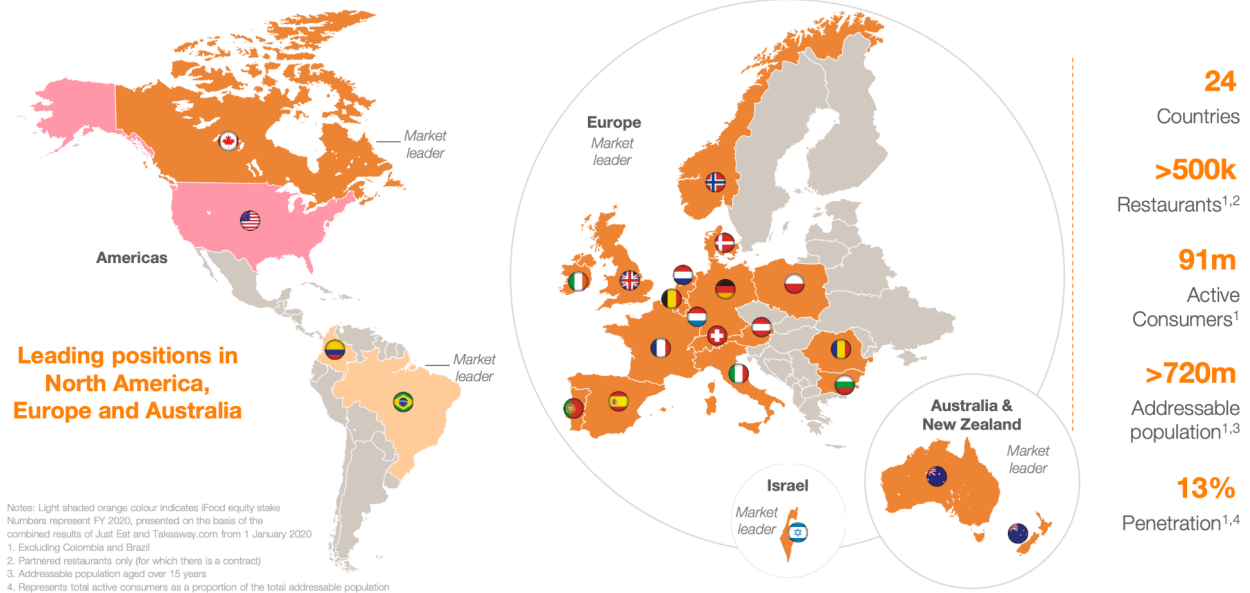
There is significant penetration upside in our markets



Courtesy of Just Eat

The Second Player in the Rapid Grocery Market is from the US - Grubhub Cont.

Creation of one of the world's largest online food delivery companies



Courtesy of Just Eat

Further Reading: Please take a look at their very impressive [investors presentation](#).

13. Grub Hub's Online Performance

They have 3.3m of website visitors per month. Less than half of DoorDash.

Both DoorDash and Grub Hub have the same domain rating of 91. This is an authority rating given by Ahrefs, a renowned SEO tool, and is based on the company's online popularity and reputation. A score of 91 out of 100 is considered exceptional and very few websites achieve this level (You can check the domain rating of any website [here](#)).

Grub Hub are ranked #925 in the world versus DoorDash at #673.

My concerns about Grub Hub's online performance are two-fold:

- I. Their website traffic is obviously key to their survival. After sales website traffic is a key metric for any online company, and the number of visitors to their website has declined in one year from 21.3m to 15.6m. A drop of -5.7m, or -32.9%.

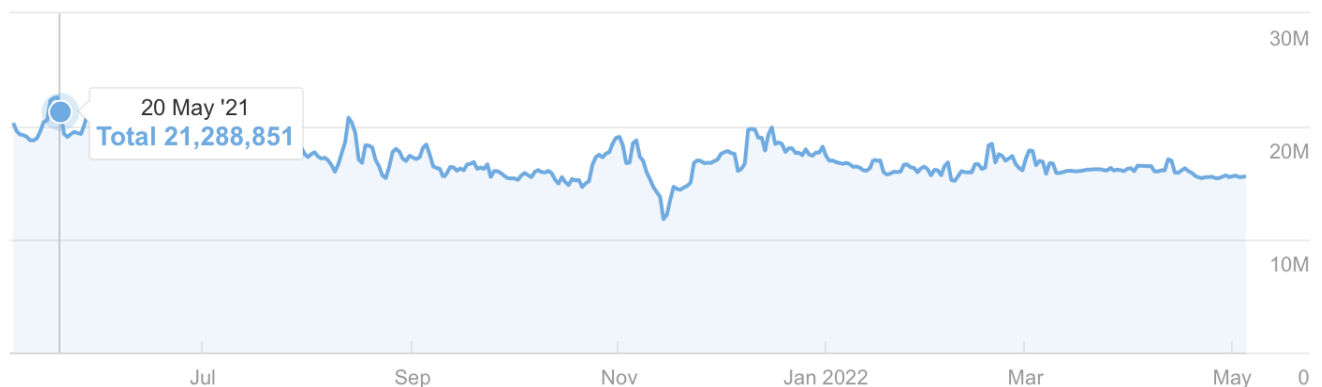
Organic traffic ⁱ 15,589,473 /month

All time

One year

Last 30 days

Export ▼



Courtesy of Ahrefs

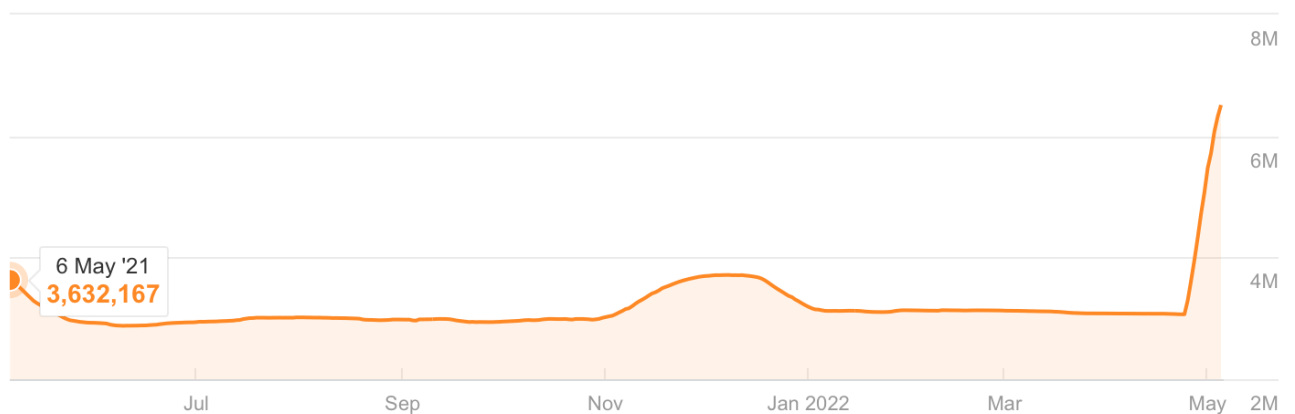
Grub Hub's Online Performance Cont.

2. 'Referring pages' are the number of other website pages that link to you. In essence, the more the better, though the devil is in the detail.

A website wants links from other websites that have a great domain authority score (The trust score). For example, a link from the BBC or Oxford University is gold dust and will help push the profile of your website. Links from spam websites, casinos, or porn, are 'bad for business'.

Referring pages ⁱ LIVE LINKS 6,511,159

Export ▼



Courtesy of Ahrefs

All of that said, Google likes natural growth because it can rely on it. Anything else might mean that you paid other websites to link to your websites, and Google isn't keen on you paying for it. This brings me to Grub Hub - A year ago they had 3.6m referring pages and they now have 6.5m. That's a hell of a jump and definitely not natural. Google might penalise them for it and a penalisation from Google can mean that you are reduced in the ranking or don't even show up on the ranking when people search!

One such example was in 2019 - 'Daily Mail: 50% Drop In Traffic After Google June 2019 Core Update'. See below:

Grub Hub's Online Performance Cont.



Original Poster
Jesus Mendez

11 hr ⋮

We've seen a 50% drop in Search traffic post-broad core algorithm update [0 Replies](#)

The day after the broad core algorithm update (June 3rd) we saw a massive drop in Search traffic from Google (lost 50% of daily traffic). This was a drop over the course of 24-hours and we have not made any changes to the site. Further, we saw our Discover traffic drop by 90% and has not improved. This is across all verticals, devices, AMP and Non-AMP.

My site is: dailymail.co.uk

What's bizarre is that we have a much more pronounced decline in the UK vs. the US. This is weird b/c the UK is our home region and historical drops have always been much more prominent in the US.

Further, on June 2nd we saw a blip for a few hours when our Google Bot traffic almost disappeared, before returning again. Could possibly be related? On the same day traffic from google-mediapartners shot up for a short while before returning to normal.

[Courtesy of the Daily Mail](#)

14. Fighting for Google Positions

One of the main reasons DoorDash is winning the website visitors' war is because they rank better on Google.

As these platforms are online-based understanding the Google algorithm is essential. What is known as 'SEO' (Search Engine Optimisation). It's all about when someone uses a search engine, like Google, Bing, or Yandex, that their company shows up. Yes, you can use Google advertising to be at the top of the page, but it can be expensive, especially for these low margin models, and also many people skip the ads.

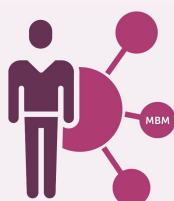
Most clicks made by people are on the top 3 places on page 1. As the saying goes, 'If you want to hide a dead body, put it on page 2 of google'. Even more than that, over 75% of all the clicks are on positions 1-3 of page 1. So, getting higher rankings is imperative for these online businesses, and remember also that they are all competing for similar keywords.

So, the challenge is - First, you need to appear in positions 1-3 on-page for the words you want to rank for, second, you need the person to click on it, and third, you need them to then place an order on your website.

The majority of DoorDash's traffic comes from two searches; 'DoorDash', for which you expect Google to offer their company's website as the result - Fair enough. And then the real war is for this term: 'restaurants near me', which has 21.2m searches each month in the US alone. DoorDash ranked #1 for this term. Grub Hub rank number #5. The result of being position #1 or #5? Well, it's about 6 inches higher on a laptop screen. The business difference is 5.5m visits!

DoorDash receives 5.5m website visitors each month from people typing the search term 'restaurants near me' into Google and then clicking through to the DoorDash website. Grub Hub receives 29,623 website visits per month.

Source: [Backlink](#)



Soft Skills Tip - Start Understanding the World of SEO

Not sure where to start understanding SEO? Ask me! Or read this [short guide for Dummies](#) or search 'dummies SEO'.

15. The Real Battleground: 'Chinese Food in the Wild West!'

This brings us to Chinese food. The most popular words people enter into Google on this topic are:

- 'chinese near me' with 326,000 searches per month in the UK.
- 'chinese food near me' with 260,000 searches per month in the UK.
- 'chinese delivery near me' with 18,000 searches per month in the UK.
- 'chinese delivered' with 5,500 searches per month in the UK.

(UK data shown for context)

- 'chinese near me' with 1M - 10M searches per month in the USA.
- 'chinese food near me' with 1M - 10M searches per month in the USA.
- 'chinese delivery near me' with 100K - 1M searches per month in the USA.
- 'chinese delivered' with 10K - 100K searches per month in the USA.

Here's how the two companies in the US rank:

	chinese near me	chinese food near me	chinese delivery near me	chinese delivered
DoorDash	#21	does not rank	#4	does not rank
Grub Hub	does not rank	#11	#6	#8

Both companies could do better and this is largely because Google is first offering the searcher your local restaurants before it is offering global platforms. Taking the third search term on our table 'Chinese delivery near me', Grub Hub receives 40% less traffic by being two places lower than its competitor.



Soft Skills Tip - Use Headlines that are like A Newspaper

Instead of slides/reports with headlines of the 'UK Demographics By Region' title, better to share an intriguing and engaging headline like, '65% of OAPs live in Coastal Towns'.

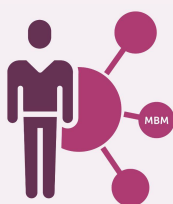
16.And Now to Grocery...



The brand names are being searched, like 'DoorDash', and restaurant & take away terms are being searched like 'restaurants near me' & 'chinese near me'. Grocery or shopping or supermarket deliveries are not being searched yet and I don't believe quick commerce or rapid deliveries will be the chosen search term for customers.

The closest search term is 'shopping delivery near me' for UK customers, with 1,300 searches per month, and in the States 'grocery shopping near me' has a similar volume of searches.

A possible search term that we may all come to use is 'supermarket delivery', where the current bricks & mortar supermarkets will fight it out against the likes of Grub Hub to be position #1 so that they can deliver your groceries. At present the searches are low but this 30-year supermarket veteran and 10-year student of SEO predicts that this will become 'the' search term to win. Watch this space...



Soft Skills Tip - Be in the Know with Kamcity Daily Reports

Kamcity bring the latest grocery news to your inbox every morning for £120 per year: <https://www.kamcity.com/subscribe/>

17. The Biggest Player in the UK Market - Tesco Whoosh



DoorDash and Grub Hub are the biggest global players with an estimated market share of well over 70% between them. Merging, acquiring, and grabbing market share is the name of their game.

Here, in the UK, you'd expect and hope that our largest supermarket would have foreseen the race to quick commerce. They did with the launch of Tesco Whoosh in the Summer of 2021. With a window of 60 minutes from order to delivery, it could not compete with the 10, 20 or 30-minute windows of its competitors, but it was a big move on from the next day delivery of tesco.com

Their strapline for this add-on service is:

'From store to door within 60 minutes'.

And they advise:

'Best for smaller baskets: To get it to you ASAP, we'll deliver by bike. This means some weight and size restrictions apply. We'll let you know if you go over the limit as you shop.'

Available from 130 stores.

Source: [Digital Content](#)

18. Tesco Whoosh Online Performance

The Whoosh part of the tesco.com website receives only 8,000 website visitors per month. A far cry from the millions experienced by DoorDash and alike, yet Tesco Whoosh is still very much in its infancy, not as a supermarket but as a quick delivery serious player. And with only 130 stores of the 7,000 offering the 60-minute service, Tesco will need to go some way to head off the big boys.

The traffic Tesco Whoosh is receiving comes from people typing into Google the brand or Tesco delivery. Tesco has a long way to go to fend off the big players that are dominating the US and Europe.

285 keywords		20 Jan 2022	Compare with: 20 Dec 2021			
<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	
<input type="checkbox"/> + tesco whoosh	2	7.2K	2	N/A	2,341	
<input type="checkbox"/> + tesco delivery	3	140K	38	1.08	2,213	
<input type="checkbox"/> + tesco home delivery	4	70K	64	1.98	1,076	

[Courtesy of Ahrefs](#)

The above image is taken from Ahrefs - the SEO tool. Only 7k people type 'tesco whoosh' into Google, compared with the very dominant and established search terms like 'tesco delivery' and 'tesco home delivery' with x20, and x20 of the volume of the infant Whoosh.

Plus, Tesco, the big dominant parent is losing the battle on the search term 'supermarket delivery'. Morrisons, who only have about one-third of Tesco's market share, are position #1 for this search term - 'supermarket delivery'. This means that Morrisons receives 4.4m of website visitors from those searchers, whereas Tesco only receives 2.2m.

So, not only is Tesco Whoosh failing to make its mark but also mighty Tesco is struggling to win the online battle. Well, at least for the key search term of 'supermarket delivery' and losing to a company with two thirds less market share.

19. Sainsbury's Chop Chop Won't Make the Cut

A straw poll of one, me, says 'Chop Chop' - Really? I cannot believe that name tested well with consumers. Personally, I think the name is wrong. Probably because it is associated with hurrying someone along that is slow. Telling them off. A less positive term than DoorDash, Whoosh, Weezy, Deliveroo, Zoom, Snappy or another online grocery brand.

But what do I know?! Maybe they are right. Maybe.

The Chop Chop website says:


- Get 25 items in 60 minutes.
- £4.99 delivery.
- Minimum basket spend of £15.
- Available in selected areas of 36 named areas.

Sainsbury's **CHOP CHOP**

Get 25 items in 60 minutes

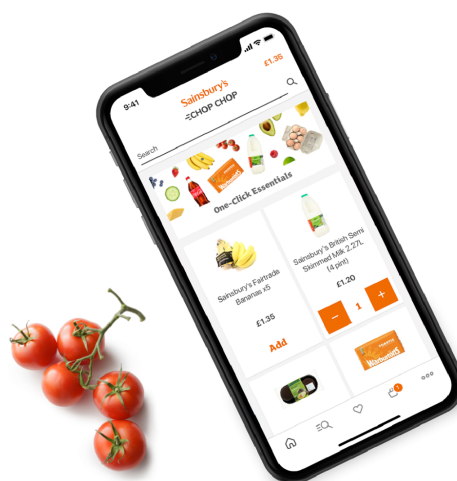
Whether you need ingredients for tonight's meal or you're simply running low on everyday essentials, our team of personal shoppers will deliver Sainsbury's items to your door.

- ✓ Arrives in 60 minutes
- ✓ Choose up to 25 items
- ✓ Picked by your personal shopper
- ✓ Subs price promise

 You can now collect Nectar points



£4.99 delivery. Minimum basket spend £15.



Courtesy of Sainsbury's Chop Shop

Available in selected areas of Bath, Birmingham, Bournemouth, Brighton, Bristol, Cambridge, Cardiff, Coventry, Derby, Edgware, Edinburgh, Glasgow, Harrow, Hayes, Hove, Ipswich, Leeds, Leicester, Liverpool, London, Luton, Manchester, Milton Keynes, Morden, Newcastle, Nottingham, Oxford, Poole, Reading, Richmond, Salford, Sheffield, Southend-on-Sea, Southampton, Wembley and Wirral.

A similar delivery time as Tesco's Whoosh, and similar charges, yet their online performance is very poor in comparison.

20. Chop Chop's Online Performance

The SEO tool we use to crawl the websites works for every website in the rapid grocery world apart from this one. We do not why. That is concerning for Chop Chop.

Create a project

Set up a project to analyze it across all major tools in Ahrefs. This can be any website, whether it's your own, a competitor's or just one you're curious about.

Scope

http + https ▾


chopchopapp.co.uk/

Subdomains ▾

We recommend using the "http + https" protocol along with the non-www version of your domain. You'll get the most complete backlink profile and accurate tracking data this way.

Project name

Chopchopapp.co

 Shared with everyone in Darren A. Smith's workspace Manage access

No seed URL found

One or both of our bots (AhrefsBot and AhrefsSiteAudit bot) couldn't access the URL you want to start crawling from. You won't be able to complete a site audit, but you can continue to set this project up for other tools. [How to fix](#)

Not crawlable	https://chopchopapp.co.uk/	The HTTP server returned error 403: "Forbidden". This request was likely filtered by server configuration.
Not crawlable	http://chopchopapp.co.uk/	The HTTP server returned error 403: "Forbidden". This request was likely filtered by server configuration.
Not crawlable	https://www.chopchopapp.co.uk/	The HTTP server returned error 403: "Forbidden". This request was likely filtered by server configuration.
Not crawlable	http://www.chopchopapp.co.uk/	The HTTP server returned error 403: "Forbidden". This request was likely filtered by server configuration.

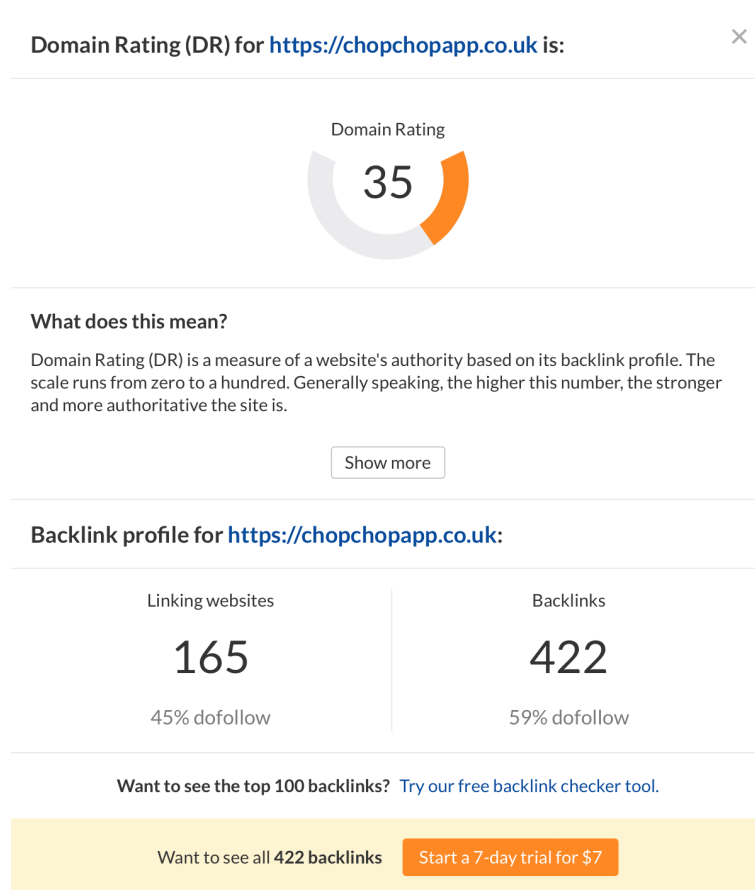
[Courtesy of Ahrefs](#)

Chop Chop's Online Performance Cont.

Our other SEO tool estimates the traffic to this website as 4,000 website visits per month. To put that into context MBM's own website makingbusinessmatter.co.uk has more website visitors than that amount in a week.

One of the key metrics of how well a website performs is something called 'Domain Authority'. A number of leading SEO tools, like Moz, Ahrefs and SEMRush all have their own version of 'domain authority'. Largely, 100 is good, like Facebook with 100, 25 is average and less than 25 is a poor performing website.

The website of <https://chopchopapp.co.uk> has a domain authority/rating of 35:



[Courtesy of Ahrefs](#)

Again, for context, MBM's website has a Domain Rating of 45. We should not be able to perform better than a large public company. For further context, Sainsbury's website has a rating of 82, which is expected of a £32bn company.

Chop Chop's Online Performance Cont.

You might think that Sainsbury's wants to draw website visitors to the Sainsbury's main website and then pass them onto the Chop Chop website, for them to download the App, and start using the service.

You'd be wrong...

If you search on the Sainsburys website for 'Chop Chop', you get:

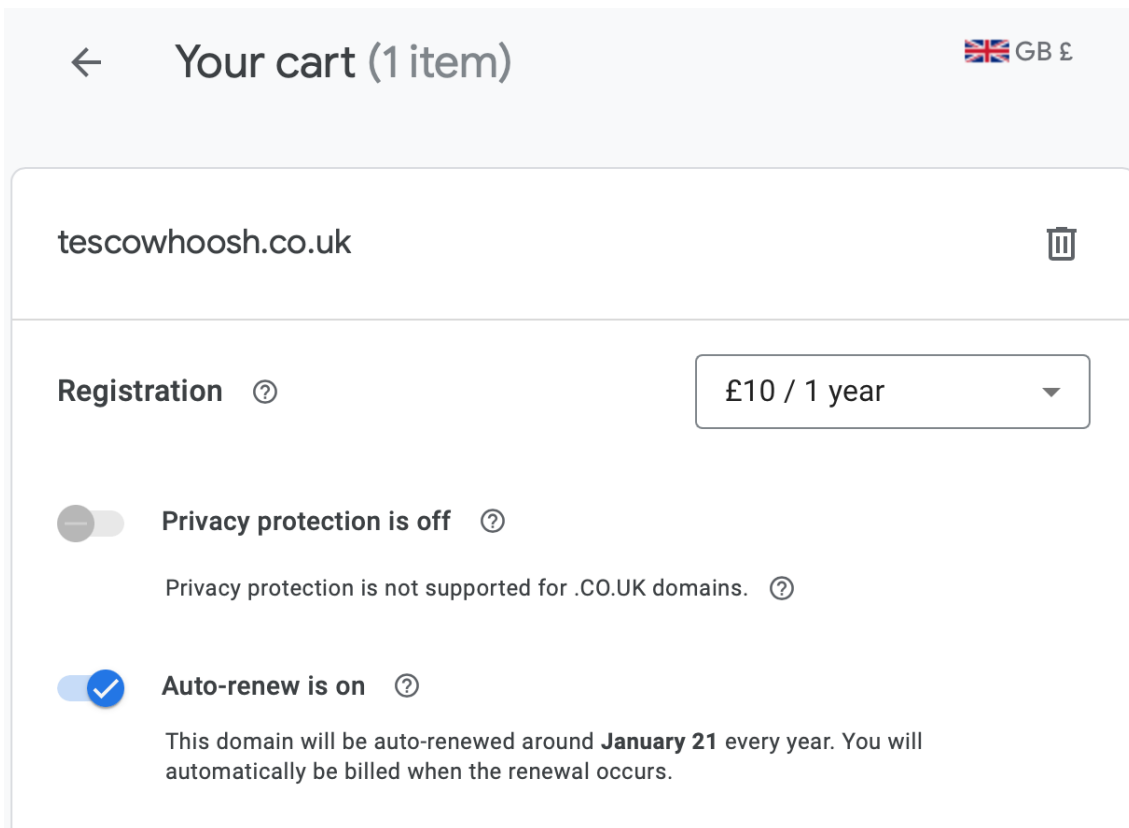
Canned tomatoes!

The screenshot shows the Sainsbury's website interface. At the top, there are navigation links for 'Explore more at Sainsburys.co.uk', 'Help Centre', and 'Store Locator'. On the right, there are links for 'Log in / Register' and a shopping cart icon showing '£0.00'. The Sainsbury's logo is prominently displayed. Below the logo is a search bar with the text 'Search products' and a magnifying glass icon. A navigation menu includes 'Groceries', 'Favourites', 'Nectar', 'Offers', 'Discover', 'Recipes', 'Delivery Pass', 'Occasions', and 'Price Lock'. The main content area displays '14 results for 'chop chop'' and a sub-header 'We also found results for chop_shop'. There are filter options for 'Dietary', 'Brand', and 'Offers', and a 'Sort by' dropdown set to 'Relevance'. A 'My Dietary Profile' link is also present. The product grid shows five items: Hubbard's Foodstore Chopped Tomatoes 400g, Sainsbury's Chopped Tomatoes Can 400g, Napolina Chopped Tomatoes 4x400g, Napolina Chopped Tomatoes 400g, and KTC Chopped Tomatoes 400g. Each product has a star rating and a price tag.

Courtesy of Sainsburys

Sainsbury's Chop Chop has 4k visits per month versus Tesco Whoosh's website visitors at 1.4m visitors. We need to be careful not to compare apples with pears. Sainsbury's Chop Chop is a separate website, and also not mentioned by the parent website, whereas Tesco does not have a separate website for Whoosh so the traffic is part of the main website.

Certainly, Tesco's strategy is better and delivers many more visitors. But just a moment, why have Tesco not bought the Tesco Whoosh domain name?

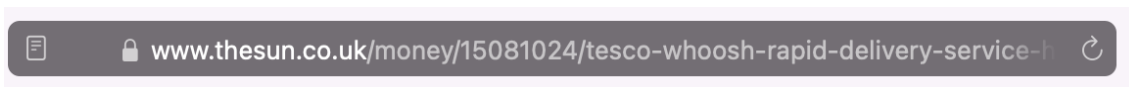


[Courtesy of Tesco Whoosh](#)

Why is it important? The Google algorithm contains 200 metrics to assess whether a webpage is ranked position #1 on Google or position #2 or on page 500 (There are 10 positions on each page).

One of the metrics Google uses is whether the URL (web address) is contained within what the searcher typed in. I.e. If you type in a word and that word is part of the domain name then Google will offer that website to you. For example, typing in 'AA' will Google will offer the car breakdown people.

In the early stages of this market, customers will be typing the brand into the searches. It would just make sense for Tesco to buy the domain and redirect it to the Tesco Whoosh page of their main website, otherwise, customers may get frustrated as they end up a The Sun, see below:



Source: [Backlink](#)

21. The Biggest Players in the India Market - Zepto and Blinkit

Zepto

Zepto <https://www.zeptonow.com> is the largest rapid grocer in India, delivering to 8 cities. Those cities are densely populated, for example, with Mumbai having a population of 20m and Delhi having 19m people (9m people live in London), whilst the number of Zepto delivery locations is low. The reach to potential customers is high.

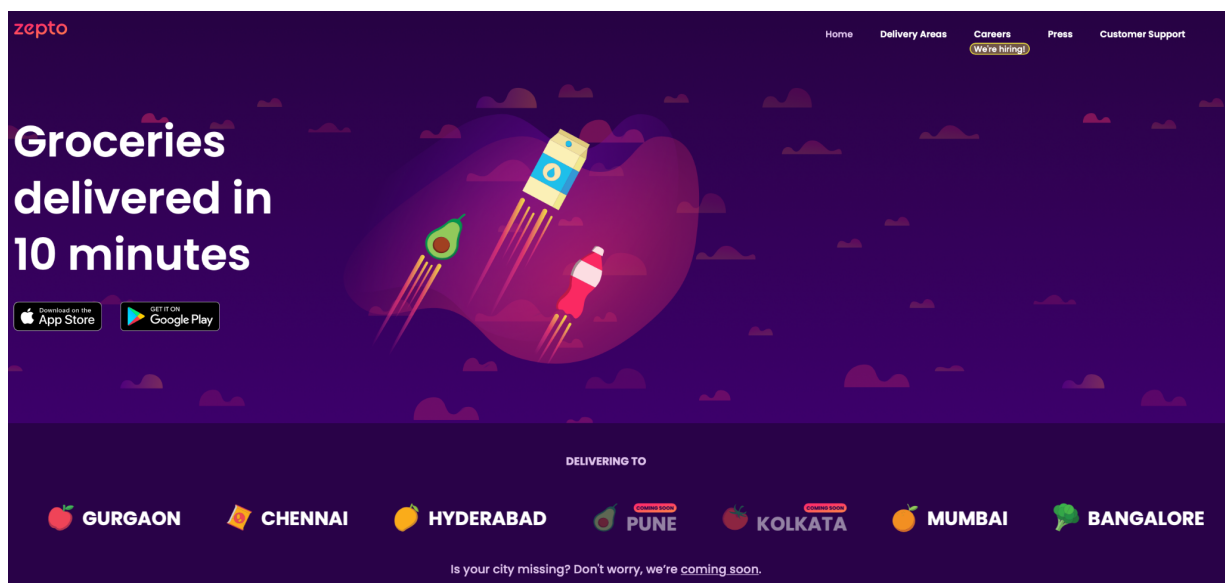
Zepto's delivery window is 10 minutes. The shortest end of the 4 delivery windows.

In December 2021 their valuation doubled from \$225m to \$570m and they have raised \$160m in investment so far.

Zepto is a mathematical term defined as:

(used in units of measurement) denoting a factor of 10^{-21}

Founded by 19-year-old Stanford dropouts Aadit Palicha and Kaivalya Vohra. Speaking to Tech Crunch, in an interview, Palicha said, 'The startup is overwhelmed with the support and excitement it is seeing from the customers, but it doesn't want to become complacent. "We are somewhat overly critical of ourselves and hold ourselves to very high standards. People are happy that they are getting their deliveries in 10 minutes or less, but can we continue to focus on scaling our SKUs and improving our unit economics?" he said. (But at the same time, Zepto is cautious about keeping its employees and delivery partners happy, he said, pointing to the retention and internal feedback.)



Source: [Tech Crunch](#)

The Biggest Players in the India Market - Zepto and Blinkit Cont.

Zepto's Online Performance

The Zepto website: <https://www.zeptonow.com> receives 363,000 website visitors per month, ranks at #6.9m in the world of all websites, and is position #1 when searched for itself - 'zepto', as you'd expect. Plus, when typing into Google '10 minute delivery grocery', Zepto are #1 too.

If we make a suggestion that 33% of the website visitors (36,000) become paying customers and spend about £10 each, that has a sales value of £1.2m per month or £14.4m per year.

Zepto's Domain Authority rating is climbing at a rapid rate and often this is achieved by buying backlinks. Paying for your site to be linked on other websites. This is a no-no for Google and sites that are found to be doing so by Google can be penalised, which can mean that they are not shown in the rankings when someone searches resulting in their website traffic going through the floor.



[Courtesy of Ahrefs](#)

The Biggest Players in the India Market - Zepto and Blinkit Cont.

Blinkit

Blinkit (formerly Grofers) is an Indian instant delivery service. Founded in December 2013 by Albinder Dhindsa & Saurabh Kumar and is based out of Gurgaon.

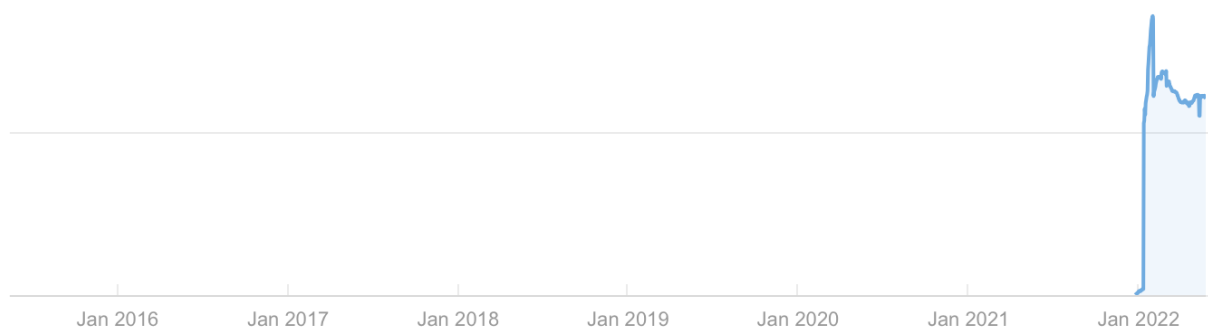
Customers of the company use a mobile application to order groceries and essentials online. Blinkit's employees then secure the items from their warehouse and deliver the items to the consumer within 10 minutes. In an interview with Money Online, they found that they were delivering 7,000 orders per day.

Blinkit currently operates in more than 30 cities in India. As of 2021, the company has raised about US\$630 million from investors.

Source

Blinkit's Online Performance

Blinkit has twice the Domain Authority of Zeptonow, at 68, versus 30. Yet, a third fewer website visitors at 257,000. Though, as we can see below, for these Rapid Grocers, they are at the mercy of the Google algorithm and their ability to win on SEO, so website traffic can change quickly and by plus or minus 50% in a month:



Courtesy of Ahrefs

22. Rapid Grocers' Customer Reviews - Graph

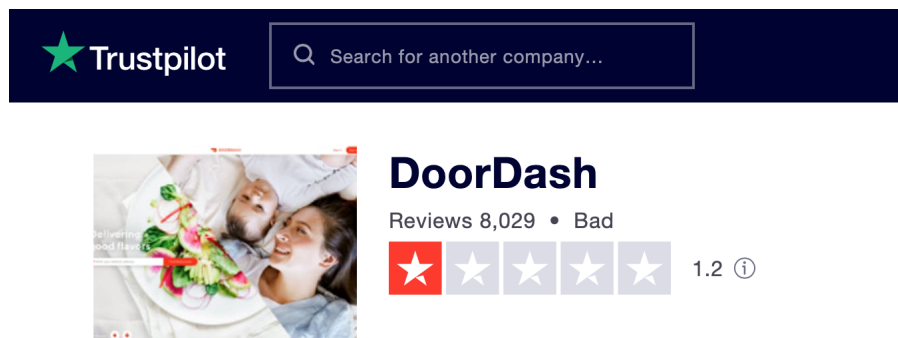


Rapid Grocers' Customer Reviews - Insights

The graph above shows the top 20 Rapid Grocers. We have taken the data from Trustpilot. The area Danish consumer review website was founded in Denmark in 2007 which hosts reviews of businesses worldwide. Nearly 1 million new reviews are posted each month. Each Rapid Grocer on the graph shows their number of reviews and also the average rating.

Three insights from the graph are:

1. Hellofresh is winning in both the number of reviews and more importantly the rating. For the number of reviews achieving a rating of 3.7 is very good.
2. The concerning data is DoorDash which has 8,000 reviews and only a score of 1.2. For a business that relies on online reviews and especially in a new & emerging market, DD will need to get this under control.
3. I am surprised by the lack of reviews for Getir. A large player in this market is reliant on reviews and yet they are less than 20% of Hellofresh. Clearly, HF has focussed on its reviews because it knows the importance. A lesson Getir needs to adopt.



Trustpilot

Search for another company...

DoorDash

Reviews 8,029 • Bad

★ ★ ★ ★ ★ 1.2 ⓘ

23. Complete Database of Global Rapid Grocers

We have compiled a database of most, if not all the Rapid Grocers around the world. To access a complete copy of the database below, please use this [link](#).

The database covers several items that determine the overall status of Rapid Grocers:

- **Origin:** The origin of which the company begins its course of existence.
- **Delivery Time:** Split into 3 timeframes, under 30 minutes, 30 minutes to 24 hours and the next day.
- **Website Traffic:** Courtesy of [SiteWorthTraffic](#). This is based on monthly visitors.
- **Domain Rating:** Courtesy of [Ahrefs](#). This shows the strength of a website's backlink profile compared to others on the database with a 100 point scale.
- **Ranking:** Courtesy of [Ahrefs](#). This shows the strength of a website's backlink profile compared to others on the Ahrefs database.
- **Delivery Fee:** The fee that the Rapid Grocer charges for delivery on average.
- **Star Rating:** Courtesy of [Trust Pilot](#). A star rating out of 5 is based on the average of all reviews.
- **Number of Reviews:** Courtesy of [Trust Pilot](#). The number of reviews for a company on Trust Pilot.
- **Marketshare:** The portion of the market controlled by a particular company, under geographic location.

Complete Database of Global Rapid Grocers Cont.

Company Name	Website	Country of Origin	Status	Under 30 Minutes	30 Minutes - 24 Hours	Next Day	Website Traffic Per Month	DA - Ahrefs	Ranking - Ahrefs	Delivery Fee	TP Ratings	TP Review Numbers	Market Share Europe	Market Share UK	Market Share USA	Other Market Share
Amazon Fresh	https://www.amazon.co.uk/mstorefront/befrgrocery_amazonfresh?ain=rain&id=QW11eem&EzY2XNo	USA			60 Minute Slots		51,993,840	93	155	£3.98 - £6.99	1.8	365				
Azda Express	https://www.azda.com/	USA			60 Minute Slots		1,329,400	81	10,906	£8.50	1.4	1,565			14.30%	
Balno	Only on App	Portugal		15-30 Minutes						0						
Beelivery	https://www.beelivery.com/	UK		15-40 Minutes						£3.50 with a £0.49 service charge	4.7	6,608				
Bigbasket	https://www.bigbasket.com/	India		1,079,490	75	34,004	12,690	44	1,066,317	rs 50 - rs 97	1.8	41				39%
Blinkit	https://blinkit.com/	India		10 Minutes	64	168,586	287,760	64	168,586	₹49	0	0				15%
Bokl	Only on App	Spain														
Bolt	https://bolt.pl/en-gb/	Poland		15 Minutes			691,710	77	21,829	The delivery fee is variable	1.2	1,304				
Boyk	https://www.boyk.com/	France		15 Minutes			55,890	31	3,714,014	€0	0	0				
Cajoo	https://www.cajoo.eu/	France		15 Minutes			25,050	50	625,448	under €2	4.1	31				
Chakdi	https://chakdi.com/	USA			2-3 Hours		131,610	62	220,367	BOT 20 - BOT 39	0	0				
Co-op Delivery	https://shop.coop.co.uk/	UK		30 Minutes			222,490	80	11,919	£0-£3	3	8		6.30%		
Delivery	https://www.delivery.com/	Spain		10 Minutes			87,960	39	1,608,808		0	0				
Deliveroo	https://deliveroo.co.uk/	UK	Grocer/ Takeaway		32 Minutes		290,010	66	3,819	Average €1.60	1.4	13,048	23%	26%		
Delivery Hero	https://www.deliveryhero.com/	Berlin		10 - 15 Minutes			229,950	73	52,312	The delivery fee is variable	3.1	2	4%			24.73%
DeliveryHero	Only on App	USA			30-45 Minutes					€0						
Digiang	https://www.digiang.com/	Philippines	System Provider	N/A			2,400	14	13,789,701	The delivery fee is variable	4.5	52				
DoorDash	https://www.doordash.com/	USA			40 Minutes and 1 second		7,808,660	91	13,789,701	\$1.99 to \$5.99	1.2	7,803				57%
Dumping	https://shop.dumping.us/	USA					38,990	65	181,469		3.2	42				
Fancy	https://www.fancyapp.com/	UK			30 Minutes		6,760	34	3,121,484	The delivery fee is variable	2.9	2				
Farmdrop	https://www.farmdrop.com/	UK					61,210	66								
Fast Eat	https://fasteat.biz/	USA						10	18,338,613	The delivery fee is variable	4.5	64				
Flink	https://www.goflink.com/en/	Germany		10 Minutes			205,290	57	327,789	1.80€	3.1	11				
Floppa	https://www.floppa.com/gb/	Ireland	System Provider	N/A			193,320	78	20,267	The delivery fee is variable	4.8	177				
Food Rocket	https://www.foodrocket.com/	USA		10 Minutes			5,217	28	4,932,291		0	0				
Foodpanda	https://www.foodpanda.com/	China		Under 30 Minutes			301,350	71	78,521	€0	2.8	5				
FreshDirect	https://www.freshdirect.com/	USA			as little as 60 Minutes		284,990	74	41,994	\$5.99	2.4	35				
Fridis	https://fridis.co.uk/landing/?redirectTo=52f	France			Within 30 Minutes		6,235	43	220,813	Around 1.50 Euros	3.1	154				
Fridis No More	https://www.fridisnomore.com/	USA		15 Minutes			14,400	35	2,483,113		0	0				
GetSalad	https://getsalad.com/	Germany		From 10 Minutes			17,250	30	4,173,777	The delivery fee is variable	0	0				
Getz	https://getz.com/	Istanbul		10 Minutes			46,630	40	1,450,550	1.99	4.6	1,929				
Olivo	https://olivoapp.com/	Spain			30 Minutes or less		419,200	83	7,423	Kes. 50.00 - Kes. 100.00	1.1	3,862				
GoPuff	https://www.gopuff.com/gp/	USA		20 - 40 Minutes			294,340	74	45,987	\$1.95	2.1	204				
Goodies	https://goodies.com/	Berlin		10 Minutes			211,410	67	129,758	€1.80	2.4	455				
Grab	https://www.grab.com/gb/	Malaysia			120 Minutes		859,800	84	5,263	£3.47	1.5	94				
Groceries.com	https://groceries.com.uk/	UK		15-20 Minutes			8,280	26	5,949,772	£2.50	4.2	141				
Grovy	https://grovy.com/	Germany		10 Minutes			9,000	28	5,085,657	€3.95 - €7.82	0	0				
GoHub	https://www.gohub.com/	USA			42 Minutes 1 Second		3,336,180	91	308	\$2.94-\$7.59	2.4	12,688		18%		43%
Hello Fresh	https://www.hellofresh.co.uk/	Germany				Next day plus (delivery options)	113,280	69	111,901	\$8.99	3.7	43,865				
Hungry Panda	https://www.hungrypanda.co.uk/	China					51,960	52	551,196	€0	3.2	3				
HungryPanda	https://www.hungrypanda.com/	USA				24 - 48 hours	38,100	60	293,071	\$6.99	1.5	128				
Ifood	https://www.ifood.com.br/	Brazil		10 Minutes			444,110	81	7,469	€0 - €4.00	3	0				
Instacart	https://www.instacart.com/	USA			As fast as 60 Minutes		107,580	70	100,618	Starts from \$3.99	0	0				
Jiffy	https://jiffygrocery.com/	USA/UK		Within Minutes			20,880	32	3,131,561	The delivery fee is variable	4.3	105				
Jiffy	https://www.jiffy.com/	UK								€0	0	0				
JOKR	https://www.jokr.com/	USA		15 Minutes			219,240	43	1,200,079	€0	0	0				
Just Eat	https://www.just-eat.com/	UK	Grocer/ Takeaway		30 Minutes		775,830	62	8,446	The delivery fee is variable	1.2	13,388		45%		
Kavall	https://www.kavall.com/en/	Sweden		10 Minutes			17,040	17	10,981,483	19 SEK	3.4	2				
La Belle Vie	https://www.labellevie.com/	France			3 Hours		42,720	48	817,490	The delivery fee is variable	2.8	106				
Leak	Only on App	Poland		15 Minutes												
Masli	Only on App	Italy														
Misfresh Ltd	https://www.misfresh.com/	China			39 Minutes		15,360	60	252,961	€0	0	0				
Milkrun	https://www.milkrun.com/	Australia		10 Minutes			600	32	3,330,234	\$2.99	4	3				
Melian	https://about.melian.com/en/	China			30 to 45 Minutes		4,128,440	86	3,035	Capped at 16€	0	0				65%
Momons Prime	https://www.momons.com/uk/en/prime?utm_source=rain&utm_medium=rain&utm_campaign=rain&utm_term=rain	USA/UK			60 Minute Slots		\$1,003,940	93	155	Free with Prime	1.9	20,482				
Ocado Zoom	https://zoom.ocado.com/en/track-postcode	UK			40 Minutes		237,670	79	16,933	£0 if over £75	3.2	81		1.80%		
Ola (Now Ola Dash)	Only on App	India		30 Minutes						Rs. 6/km						
Orchata	https://www.orchata.com/	Mexico		15 Minutes			45,600	25	6,758,820	The delivery fee is variable	0	0				
Pop Market	https://popmarket.gr/?lang=en	Athens		15 Minutes			15,280	47	31,178,959	The delivery fee is variable	0	0				
Pozimotes	https://pozimotes.com/	USA			30 Minutes		1,054,720	87	2,813	\$0 delivery fee plus 5% off the service fee	1.1	2,955				8%
Pupumall	Only on App	China		30 Minutes												
Rabbit Mart	https://www.rabbitmart.com/	Egypt		20 minutes			29,310	16	11,815,362	The delivery fee is variable	0	0				
Rappi	https://www.rappi.com/	Colombia			36 Minutes		111,670	74	44,805	\$1.5/delivery	1.2	155				
RND	Only on App	Vietnam		10 Minutes						₹0.50	0	0				
Sainsbury's Chop Chop	https://chopchopapp.co.uk/	UK			60 Minutes		4,020	35	2,545,177	€7	3.2	1		15.20%		
Shpt	https://www.shpt.com/	USA					321,090	75	34,889	\$7	4.4	7,420				
Skpshades	https://www.skpshades.com/bonito/restaurants	Toronto		25 Minutes			786,740	85	4,545	\$0.99	1.2	6,969				
Shopy Chopper	https://www.shopychopper.co.uk/	UK			30-60 Minutes		18,330	48	791,527	Around £3	3.3	55				
Shopy	https://shopy.com/	France		10 Minutes			15,630	17	10,609,200	The delivery fee is variable	4.1	5				
Swiggy	https://www.swiggy.com/	India	Take Away				3,420,830	79	15,408	Free on orders over Rs. 149	1.4	191				60%
Tesco Whoosh	https://www.tesco.com/groceries/en-GB/zone/whoosh	UK			60 Minutes		1,454,670	85	4,488	£5 - £7	1.6	10,549		26%		
The Chefz	https://thechefz.com/en	Saudi Arabia					67,320	38	1,853,249	The delivery fee is variable	0	0				
Topy	https://topy.co.jp/en/	Canada		15 Minutes			49,060	12	16,473,345	The delivery fee is variable						
UberEats	https://www.ubereats.com/gb	USA/UK	Grocer/ Takeaway		Under 1 Hour		2,669,040	91	508	The delivery fee is variable	1.3	31,289	20%	27%	26%	
Vary	https://www.vary.com/	Australia		15 Minutes			App	27	5,743,867	\$2.99	0	0				
Weezy	https://weezy.co.uk/	UK		15 Minutes			51,270	52	529,406	£0 - £2.95	4.4	799				
Wineapp	https://www.wineapp.com/	UK		20 Minutes			App	21	8,580,733	The delivery fee is variable	3.8	59				
Wolt	https://wolt.com/gb/	Berlin					878,400	84	5,572	1.9€ for 1km. Every additional 500m is extra 0.06€	1.7	1,691				
Wupio	https://www.wupio.com/address	Germany		10 Minutes			8	22,305,739		The delivery fee is variable	3.8					

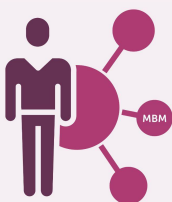


24. Looking to the Future: The 7 Possibles of What Might Be

So, the market is new, there are many players fighting for market share. Plus, acquisitions, collaborations and mergers are happening at a rate of knots. The customer doesn't know what to call it, so they rely on the brands. The Rapid Grocers are achieving deliveries in times never thought possible, and the bricks & mortar supermarkets are trying to keep up.

All in all, exciting, depending on the piece you play in the volcano of rapid delivery.

**I'll share with you my thoughts on the future with
7 possibilities...**



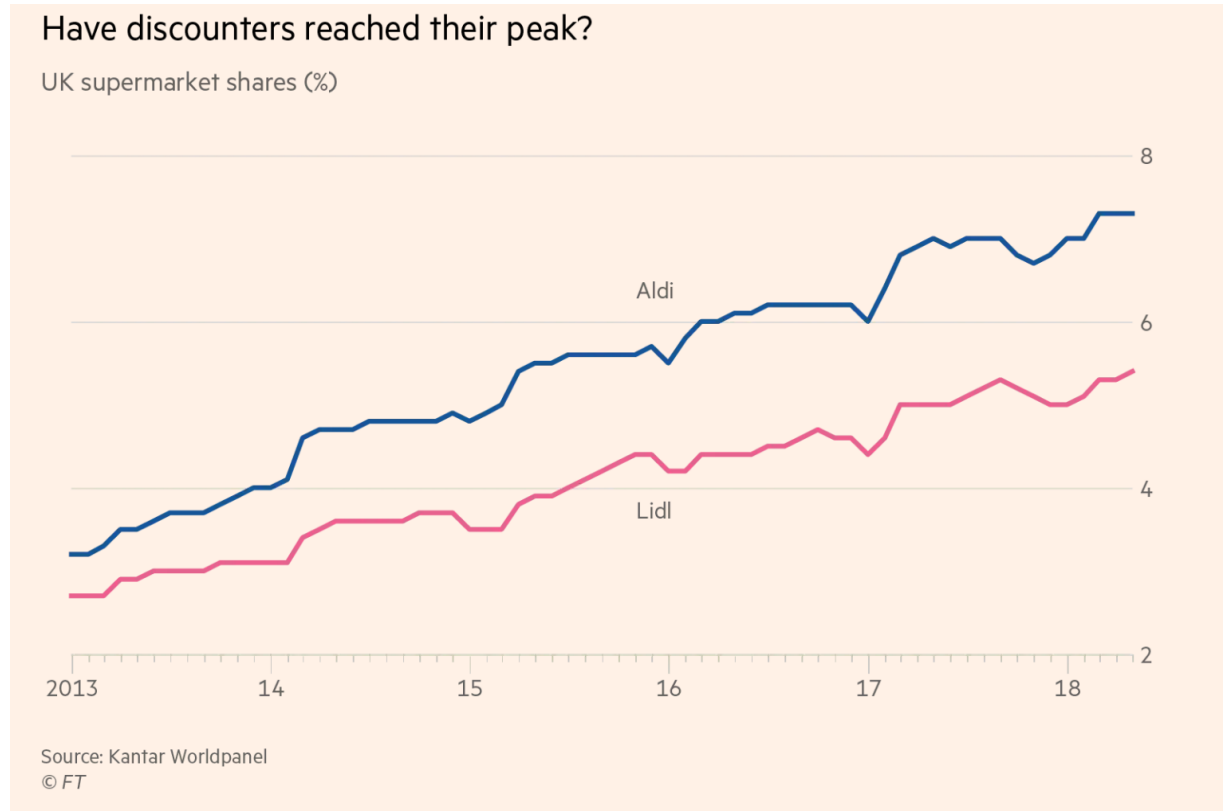
Soft Skills Tip - Be in the Know with Kamcity Daily Reports

Like the Rapid Grocers, MBM is leading the training market by changing behaviours with Sticky Learning®. No longer do Learners come back from training and do nothing with what they have learnt'. Find out more

about [Sticky Learning®](#)

24.1. Rapid Grocers Market Share will Start to Appear on Your Graphs

Aldi opened its first store in the UK in 1990. They were largely ignored until the combined discounter's market share started to achieve near double digits in 2015. Ever since the more traditional supermarkets have been looking over their shoulder.



Source: [FT](#)

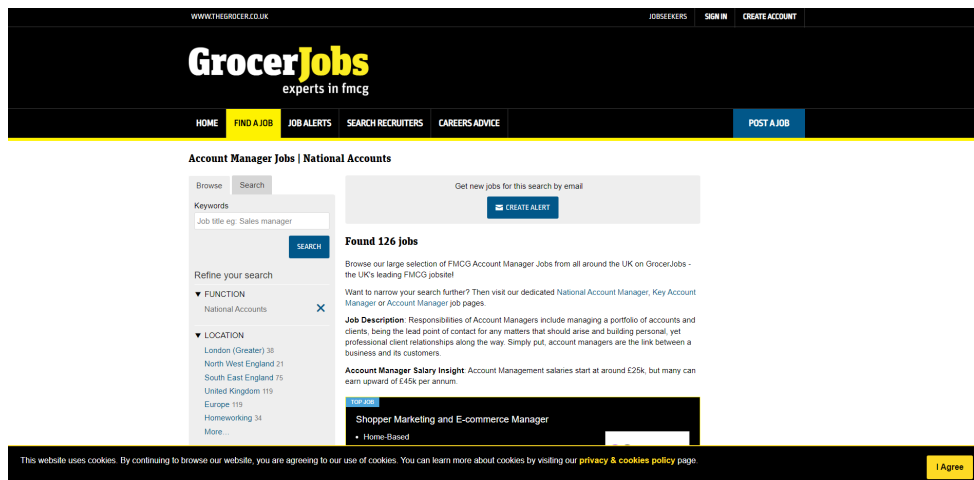
The rapid grocers are here to stay. Some traditional supermarkets are creating their own versions, like Sainsbury's Chop Chop or Ocado Zoom. Some have gone into partnership, like Co-op with Deliveroo or Tesco with Gorillas, or doing both - Tesco.

Food and grocery worldwide are valued at \$9,800 billion. So, as a 'size of prize', one worth having.

Might we see the rapid grocers appearing on the typical Nielsen and Kantar market share graphs? And in 2025 showing a combined market share of over 5%? Probably.

Source: [Research and Markets](#)

24.2. KAMs for DoorDash, Grub Hub, Gorillas and alike will Appear



In the world of grocery, supermarkets, and price wars we are used to the acronym KAMs (Key Account Managers). Titles will appear on job boards of 'Rapid Grocer KAM Wanted'.

A lot is written about half the current jobs not being needed in the future as we embrace more automation and AI. We've all seen on social media the robot that can lay bricks - bricklayers - no more needed, and the advent of more website designers, SEO agencies, and online click-through rate marketers.

New roles will appear where food manufacturers like Arla, Bakkavor and Greencore, need Key Account Managers to manage their portfolio with the rapid grocers, seek opportunities, get more listings, and increase sales. Yet those KAMs cannot afford to be just door knockers with charm and a great smile, they must be more than au fait with SEO, online Category Management terms like taxonomy, and be able to use data like never before.

To be a Rapid Grocer KAM, what are the top 10 soft skills will you need?

1. Influencing
2. Negotiation
3. Resilience
4. SEO
5. Category Management
6. Leadership
7. Teamwork
8. Confidence
9. Resilience
10. Presentation

And in that order, I suggest.

24.3. SEO will Become Part of the Expected Language



In the 1990's Category Management appeared at our door with a new way of looking at consumers, turning the traditional production push model into consumer pull. Giving us new words & terms like penetration, purchase decision hierarchy, substitutable SKUs, and forced us to be able to talk a new language if we were to survive.

Some say Category Management is dead. Normally those that never understood it! For, if Category Management is meeting the consumer's needs better and faster than your competition, then it is still very much alive.

The new language will be SEO, digital sales, online sales, taxonomy, click-through rate, ranking, that darn Google algorithm, and getting annoyed by the latest broad core algorithm update that you can do nothing about. No longer will it be a language reserved for the nerds, geeks and spotty teens, but business as usual.

If SEO is, in your mind, that thing your 15-year old nephew does when he builds websites in the evening, stop. Think differently. If the difference in website visitors, which is essentially sales, can be determined as 4m or 2m by being position #2 or #4, it is something you need to understand.

24.4. Market Consolidation will Be Brutal



Gaining investment and then gaining online reach quickly is the equivalent of having Ronaldo in your team. It matters hugely. And once you have scale, you can scale further and further because it's only about the tech (Give or take). It's not about building new stores. It's about having a supply chain that is efficient, and effective, supported by a system that works, coupled with a brand that riders want to work for, and the ability to find small units as warehouses.

Giants like DoorDash and GrubHub already have the scale and are acquiring at pace. Only beaten by another brand that may have got more investment, though unlikely or a bricks & mortar supermarket that can utilise its reach and be able to adapt its supply chain to achieve timescales that they had never dreamed of.

The only other player that may choose to wade into the debate is Amazon. They have the reach. It's more about whether they want to consider the number of markets they are trying to dominate.

Brutal, indeed:

A Sydney-based grocery delivery app that promised 46,000 users their orders in under 10 minutes has gone into voluntary administration after launching eight months ago. 'SEND' has collapsed.

Rapid grocer Gorillas is cutting its global headcount by 300 and pulling out of Italy, Spain, Denmark and Belgium as it "intensifies the shift to long-term profitability". The company said it will now focus on five key markets: Germany, France, the UK, the Netherlands and the US, from which 90% of its revenue comes.

Source: [Business News AUS](#)

[Pymnts](#)

[The Grocer](#)

24.5. Another UK Supermarket Gets Bought

The screenshot shows the MBM Podcasts website interface. On the left, there's a navigation menu with options like Home, Discover, My Queue, My Podcasts, and Recents. The main content area features a search bar and a list of podcast episodes. The episodes are titled with their respective topics and dates. The first episode is 'Grocery Guru Episode 20: Morrison's Supermarket's Preliminary Results Post Covid with Andrew Grant & Darren A. Smith', dated Mar 19, 2021. Other episodes include 'Amazon Fresh & Its New Checkout Less and Frictionless Store', 'The New Normal, & Preparing for a Fierce Supermarket War', 'Micro Fulfillment Centres', 'The Importance of Using Shopper Language', and 'Discussing Purchase Decision Hierarchy'.

Probably. With Morrison's having been sold to US private equity firm Clayton, Dubilier & Rice in October 2021 and Asda sold to super-rich brothers Mohsin and Zuber Issa in September 2021, only Sainsbury's remains as the largest supermarket possibly not being able to stand on its own two feet unless without an equity firm or a larger company like Ahold Delhaize to acquire.

With the costs of COVID hurting some supermarkets and particularly Sainsbury's (Spent £485m on 'keeping colleagues and customers safe during the pandemic'), plus a price war, and the onslaught of rapid grocers, the grocery landscape is going to shift once again.

Source: [The Guardian](#)

24.6. Market Share But at What Cost?

The screenshot shows the homepage of 'The Grocer' website. At the top, there is a navigation bar with the logo 'The Grocer' on the left, a 'Special Offer: £1 a week' in a yellow box, and links for 'SIGN IN', 'REGISTER', 'TEAM ACCESS', and 'SUBSCRIBE' on the right. Below the navigation bar is a search bar and a menu with categories like 'BUYING & SUPPLYING', 'STORES', 'CHANNELS', 'FINANCE', 'PEOPLE', 'REPORTS', 'EVENTS', 'JOBS', and 'MORE'. A secondary menu lists 'HOT TOPICS' such as 'Coronavirus', 'Brexit', 'Sustainability and Environment', 'Labour crisis', and 'HFSS'. The main content area features a sub-header 'TECHNOLOGY & SUPPLY CHAIN' and a headline: 'Rapid grocer Zapp launches advertising platform for supplier brands'. The article is by George Nott, dated 13 April 2022, and is 2 minutes read. Below the headline are social media sharing icons. To the right of the article is a sidebar with 'MOST POPULAR' and 'MOST COMMENTED' sections. The 'MOST POPULAR' section includes three items: 'HFSS promotions ban in chaos after fresh reports of government u-turn', 'Tesco pulling products from Aldi Price Match campaign to raise prices', and 'Tesco hits suppliers with distribution charge hike, blaming new diesel tax'. A cookie consent banner is visible on the left side of the article.

Amazon launched in 1994 and raised \$108m of funding. It turned its first profit in 2001, 7 years later. With billions being raised in funding for Rapid Grocers, not all will be as successful as Amazon and eventually be able to turn a profit. Some investors will be backing the right horses and others not.

But which ones?

The big players, like DoorDash and Grub Hub, still need to prove that their business model works. Might it be another dot com boom where millions of investors get no return?

Also, for the small players - some might be acquired, merged, or just struggle to get the investment they so sorely need to grab the market share they desperately need to achieve the scalability that allows them to manage the costs.

The winners and losers are yet to be identified as this market grows quickly and crowns winners whilst spitting out those whose fortunes were just not meant to be.

Instacart, Gopuff, Zapp, and Delivery Hero are already pushing advertising through their Apps in a bid to improve profits.

24.7. The 10-Minute Window Phase Passes



Ten minutes? Really? From ordering to them being at my door? Yes. This is most people's reaction. My generation remembers when 'allow 28 days for posting' was the norm. Now we can achieve instant gratification. Order in less time than it takes to make a cup of tea.

I think it will be a fad that passes. Slowly the 10-minute rapid grocers will move their marketing to 'rapid delivery' and away from a time-bound commitment, once they have been established as quick delivered. They'll communicate quick, rapid, and instant, and achieve times that are under 30 minutes then hand their USP in 10 minutes.

The battleground won't be about the quickest but about being known as a rapid grocer and being reliable. Arriving when expected, having the products that were expected, charging a reasonable delivery charge and making the whole process very easy, and with no substitutes - shoppers hate subs.

25. Concluding The Rapid Grocers Report

1. Still not sure about these Rapid Grocers or this SEO stuff?

You cannot afford to ignore it either.

2. Would your business not knock on the door of a new £5bn supermarket chain?

Of course, they would.

DoorDash started in 2013 and in 9 years they have grown to have sales of \$2.9bn. With 20 million users and 45% market share. Yes, they deliver takeaway food, but they also deliver groceries, and with a profitable model, they could easily expand their offer.

Would you ignore a Co-op chain? No. Co-op's sales are £5.6bn and down 3.2%. The Rapid Grocers are gaining investment, gaining share and that share is coming from supermarkets.

Source: [Catch them if you can - FT Article](#)

Source: [Interim Report 2021](#)

Source: [DoorDash revenue & usage stats 2022](#)

3. Would your business ignore consumer data giving you all the inside track on what customers want?

Of course, they would not.

Many businesses resisted the data provided by Nielsen, Kantar, and alike in the '90s. And now many heavily rely on it to know how to improve the performance of a category.

We are in the '90s again with SEO offering all the insights we need. The challenge is to just start understanding what it means and how we can use it to satisfy customers better.



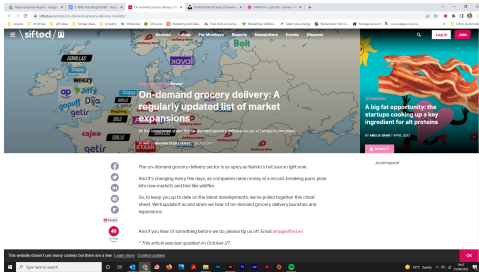
Remember Research in Motion? You will know of their brand - Blackberry.

Only 12 years ago, Blackberry dominated the market with 43% market share. They failed to adapt.

26. Further Reading to Raise Your Credibility on this Topic

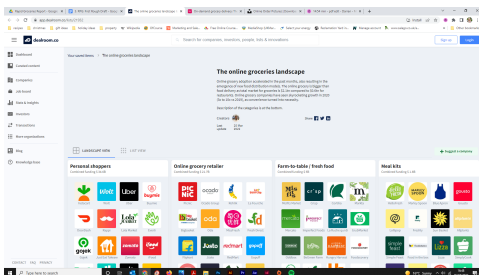
In pulling together this report we came across some excellent resources that are worthy of a mention because they will further help you to understand the concept of ultra fact delivery even more.

I am sharing 4 pieces that I believe warrant further reading:



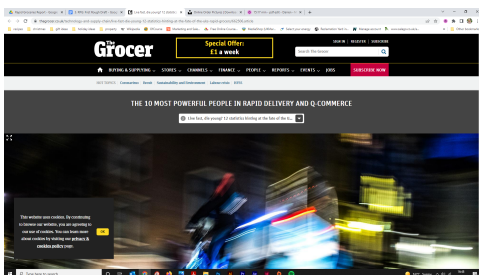
On-Demand Grocery Delivery: A Regularly Updated List of Market Expansions

Published by 'Sifted', who are backed by the FT, it is regularly updated and a worthwhile read. Last updated 26-07-21.



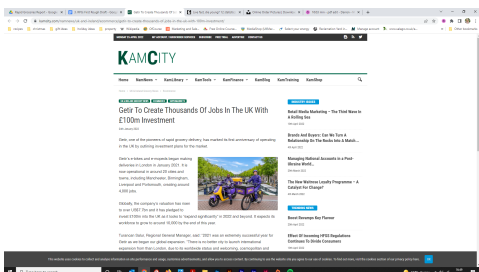
The Online Groceries Landscape

Dealroom.co is a global provider of data and intelligence on startups and tech ecosystems. Their article is full of facts about funding and evaluations. Last updated 22-01-22.



Live Fast, Die Young? 12 Statistics Hinting at the Fate of the UK's Rapid Grocers

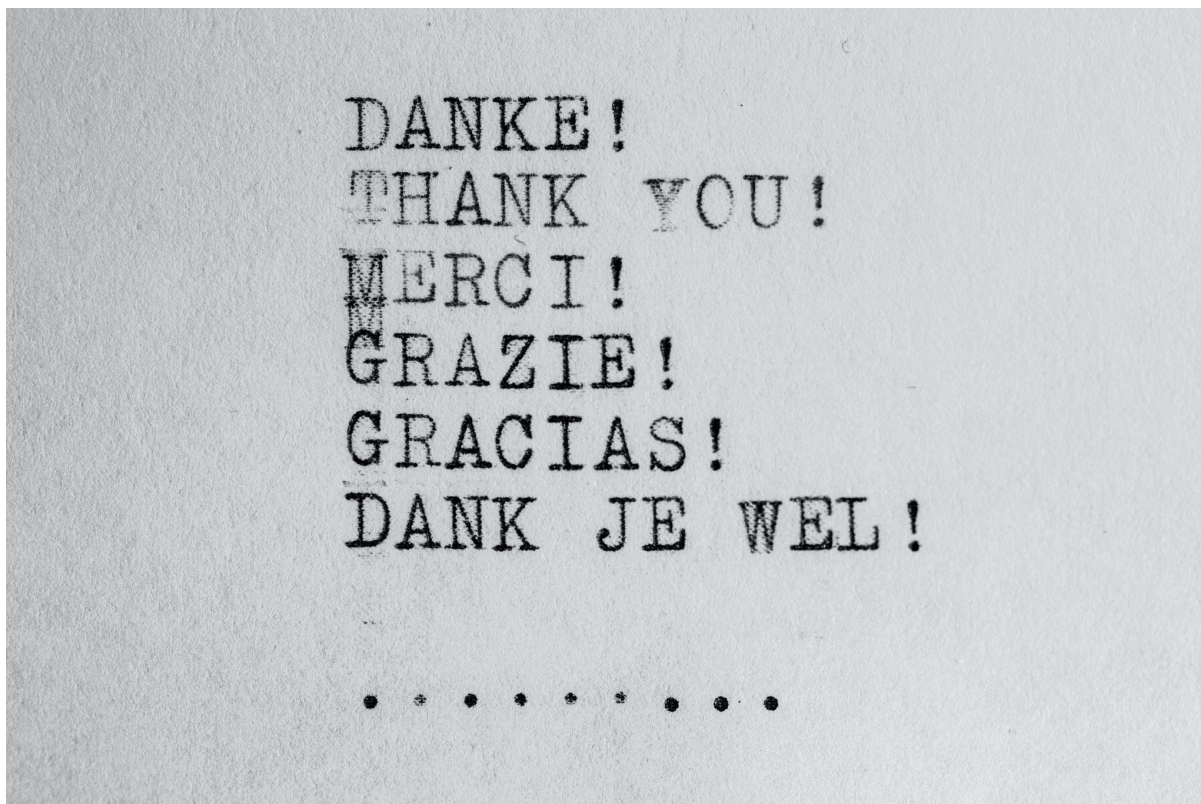
The Grocer magazine needs no explanation. This article shares a unique look at this market and was last updated 03-12-21.



Getir To Create Thousands Of Jobs In The UK With £100m Investment

Kamcity, the go-to place for all news account management useful, talks in this article published 22-01-22, about Getir's valuation and investment.

27. Thank You to Our Sponsors



A big thank you to our sponsors that made a deep dive into the rapid grocery market possible.

Whilst I led the team, it was a team effort here at MBM. We have spent days trawling through articles, research, and data analysis to provide you, the reader, with the 'good stuff'. Cutting through the waffle to what makes this market, what is important in this market and how it might look in the future.

Thank you for taking the time to read this report. A special mention to Sarah Garratt, who supports us to make all this possible. Plus, also Andy Palmer, and Andrew Grant for their help. Plus, a mention to Russell Sylvester of Nielsen IQ for his advice.

If you have feedback, please email me directly at das@makingbusinessmatter.co.uk

Meanwhile, here are our sponsors - Thank you. Plus, we wanted to include a free piece for Mental Health England because their work is needed more than ever.

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Contigo (Sponsor)

Since 2004, Contigo®, a Newell® Brands business, is at the forefront of on-the-go beverageware technology, providing high quality, reusable thermal mugs and hydration bottles. Our innovative, patented drinkware solutions are designed to fit with active and ever-evolving lifestyles. Together with our customers, we can give consumers the power to reuse with confidence.

Contigo at the heart of an emerging market, offers a gifting opportunity within mainstream multiples via rapid delivery services that is beyond Amazon.

Paul Shakespeare

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National Account Manager

Mobile: 07795 302652

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Worldwide Fruit Ltd is an International Fruit Marketing and Distribution Company focused on being customer's first choice. Working with the very best suppliers globally to source the highest quality fruit, with a focus on creating value to their customers throughout their supply chain to deliver the best product and service to deliver growth to their customers.

Contact Details: Hannah McIlfratrick – Commercial Director –
Hannah.martin@worldwidefruit.co.uk



MHFA (Free Sponsor - Charity)

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Mental Health First Aid (MHFA) England is a social enterprise, established in 2009. Our mission is to train one in ten people in mental health awareness and skills. To date, we have trained 1:50 of the adult population in MHFA England awareness and skills.

Through our training and campaigning, we equip people with the skills they need to support their own and others' wellbeing.

We offer a range of evidence-based face to face and digital learning, from awareness raising to skill development. Our courses empower people to notice signs of mental ill health, and encourage them to break down barriers, listen in a non-judgemental way, and signpost to support for recovery.

Email for more information: workplace@mhfaengland.org



Empowering workplace culture through positive mental health

Startwell is a new mental health diagnostic service created by MHFA England.

Improving wellbeing at work has shown to reduce absenteeism, increase productivity, and ultimately ensure that your organisation builds a strengthened workplace culture.

Startwell's programmes are suitable for organisations of all sizes, and customisable to your workplace's specific needs.

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startwell@mhfaengland.org





Saffron Lanser Design (Sponsor)

Saffron Lanser is a Freelance Creative Designer with over 10 years experience in design & branding for a variety of companies.

Designing anything from infographics, to social content, style guides, brochures, posters, video editing/graphics & much more. Why not head over to our [infographics page](#) to see the brilliant infographics Saffron has created for MBM.

Contact Details: Saffron Lanser – Creative Designer – saffronlanser@gmail.com



RealWire Ltd (Sponsor)

RealWire is an online press release distribution service that has been helping top PR Professionals increase the online impact of their press releases for over 20 years.

Based in Lincoln, RealWire works with PR and Marketing professionals across the UK and internationally to get their news in front of relevant online media journalists and editors.

RealWire was recently bought by 3BL Media the leading ESG (Environmental, Social and Governance) platform for content distribution.

Contact:

Emily Gosling, Managing Director

emily@realwire.com

28.A Little About Us and Helping You to Be the Best Version of You



The Home of Sticky Learning ®

We are the soft skills training provider to leading UK Manufacturing and Retailing companies partnering with them to increase their sales and profits. They choose us because of our money-back guarantee, our relevant experience, and that we make their learning stick.

We do what we do because we love to help people to be the very best version of themselves.

If you cannot afford to work with us yet, please check out the following free resources. We have internally discussed putting these behind a paid wall, but we agreed that this would be against our mission of helping people to be the very best version of themselves.

So, for as long as we can, these resources are all free. Please use them to be the very best you.



The Blog

Self Development Blog

Over 750 articles written by people from the industry, separated by soft skills. The top 3 articles we recommend are:

- How to prepare for a negotiation. Ideal for anyone who negotiates and struggles to prepare effectively for negotiation and wants to improve their confidence:
[Click here](#) Or Search 'mbm negotiation preparation'.
- The Drama Triangle because everyone has been, or is part of an unhealthy relationship that they need to break from:
[Click here](#) Or Search 'mbm drama triangle',
- The Ultimate Guide to Category Management. Over 8,000 words. Packed with examples, infographics, videos, pictures and great advice.
[Click here](#) Or Search 'mbm category management'.

29. Frequently Asked Questions

Q: Who is the largest of the rapid grocers?

A: Doordash is an American Company and is valued at \$40.1bn.

Source: [Dealroom](#)

Q: What is the forecast for the rapid grocers market?

A: Mintel forecasts that the UK online grocery shopping market will be worth £22.4bn by 2025. The IGD forecasts that the estimated size of the opportunity will grow to £3.3bn in the UK alone. Research and Markets estimate that what it calls the, 'the last-mile delivery market for food and grocery' earned a revenue of approximately \$25 billion. This is expected to cross \$72 billion in 2025, accounting for the surge in the market due to the COVID-19 pandemic.

Source: [Mintel](#)

[IGD](#)

[Research and Markets](#)

Q: Who is collaborating with who?

A: Tesco with Gorillas.
 Morrisons with Amazon.
 Asda and Just Eat.
 Co-op and Amazon.
 Ubereats and Sainsburys.
 Deliveroo and Sainsburys.
 Deliveroo and Morrisons.
 Co-op and Just Eat.
 Iceland and Ubereats.
 Doordash and Google.
 Blinkit and Zomato.
 Asda and Buyme.
 Waitrose and Deliveroo.
 Spar and Gorillas.
 Jisp with Groceryaid.
 Carrefour and Cajoo.
 A.F. Blackmore Working with Gorillas.
 Gopuff and McLaren Formula 1.
 Doordash integrates with Google to offer frictionless payments.
 Doordash and Walmart.

Frequently Asked Questions Cont.

Q: Who are the key people in this market?

A: Tony Xu is the Founder of Doordash.
Niklas Ostberg is the CEO of Delivery Hero.
Evgeny Chernikov is the GM of Yango Deli UK.
Joe Falter is the founder of Zapp.
Vladimir Kholiaznikov is the founder of Jiffy.
Kagan Sumer is the CEO of Gorillas.
Will Shu is the CEO of Deliveroo.
Rafael Llishayev is the founder of Gopuff.
Turancan Salur is the GM at Getir UK.

30. About Me

Darren Smith - MBM



Hi, my name is Darren A. Smith, Founder of Making Business Matter – A soft skills training provider.

I wrote this whitepaper because a client asked me about Rapid Grocers last year and I realised that my understanding of this market was small. I felt not credible about being from the world of UK grocery and yet in this space, I knew very little. Similar to the feeling I had when asked about GSCOP, which led me to write the book that is available on [Amazon](#). From there my knowledge grew, as it has written 10,000 words about the Rapid Grocery market.

One of the best ways to learn a skill/topic is to put yourself in the spotlight - write a book, a whitepaper, train people in it, because the thought of wanting to look credible will drive you to understand it to the point where you have digested it and can then share it in your own words. This is why after every training session we encourage of Learners to share something they have learnt.

We are the soft skills training provider to leading Manufacturing and Retailing companies partnering with them to increase their sales and profits. They choose us because of our money-back guarantee, our relevant experience, and that we make their learning stick. We call '[Sticky Learning®](#)'.

I hope you have found this whitepaper useful and I wish you every success.

Darren A. Smith

Founder

Making Business Matter

As I watched TV scribbling and researching Rapid Grocers at my home in Oxford, UK, this tv advert appeared:



31. FINAL THOUGHTS:

With only 9% of consumers having used a rapid app, there is a long way to go and the potential is high.

Thank you.

Please share this whitepaper with others.

WELCOME TO THE NEW WILD WEST OF RETAILING

Everything You Need to Know About Rapid Grocery,

Version 1.3



Who will Win, Who Will Lose, and 7 Predictions

Warning: This report may take you out of your comfort zone. In this report, we also discuss online performance, known as SEO, and look at what is happening globally, and at metrics, like online reviews by Trustpilot. This is not a traditional bricks and mortar grocery report.

MBM

Making Business Matter
Trainers to the UK Grocery Industry
80% of our Learners are still using their
new skill 5 months later - we guarantee it!

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