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FOR IMMEDIATE RELEASE

Grocery Grows at Amazon

Whole Foods Was First Step, as Grocery Sales Drive Loyalty, Prime

CHICAGO, IL – Wednesday, September 22, 2021: Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of grocery customer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) as of the second quarter of 2021. Please see the attached report, “Grocery Grows at Amazon.”

CIRP finds grocery has become the most popular category at Amazon, with significant penetration into its customer base. Whole Foods is a meaningful component, and grocery has important positive impact on shopping frequency, Amazon Prime membership, and loyalty.

“Amazon targeted grocery long ago, and it is starting to pay off,” said Josh Lowitz, CIRP Partner and Co-Founder. “Grocery has displaced electronics as the most popular category at Amazon, with almost a third of customers including grocery in their most recent purchase. Whole Foods is part of the picture, with 40% of Amazon customers having shopped there. It remains limited by its geographic reach, however, so Amazon will likely need to continue exploring other physical grocery store plans.”

“Even though grocery is traditionally a low-margin business, Amazon would naturally target it because of the repeat, regular shopping trips,” said Mike Levin, CIRP Partner and Co-Founder. “Already, we see grocery and Whole Foods customers shop more frequently at Amazon.com and join Amazon Prime more.”

CIRP bases its findings on surveys of twelve quarters US subjects, with 500 subjects per survey, who made a purchase at Amazon.com in the period ending June 2021. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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