

DELIVERING CHANGE



E-shopper Barometer

Online purchases set to last for fresh food & beverage



As consumers became accustomed to buying food online, lasting habits formed.

Once they start purchasing fresh food online, buyers tend to do so

frequently, with 88% of them purchasing the category at least once a month.

However, the factors driving purchasing have evolved. Consumers appreciate being able to place an order from the

comfort of their own home and enjoy not having to carry heavy shopping bags. They also value the time they save by avoiding the store. And it isn't just groceries that interest e-shoppers, but rather a variety of food categories, like ready-to-eat meals, frozen foods, cooking boxes, and

more. But as the fresh food and beverage industry has evolved from niche to mainstream, consumer expectations regarding the e-shopping experience have steadily risen.

Fresh food buyers are heavy shoppers and convenience-driven. They are active on sharing their feedback after purchasing online, as well as looking for the information before purchasing.

They care about temperature-controlled delivery, parcel tracking. More than ever, they want to know the name of the carrier that will deliver their order, because reliability is key for them. ●

Editorial

Full of opportunities

E-commerce has entered a new phase that is more selective, with a shift in focus from the non essential to the essential.

The fresh food and beverage industry has met the challenges of maintaining the increased popularity of online shopping in a challenging economic context.

The industry will continue to grow in Europe in the coming years. To ensure its long-term success, many challenges must be met. First, from an industrial perspective, we must manage the increasing demand and find a way to serve our customers and consumers while navigating all the specific constraints involved in perishable goods. Second, fresh and frozen food must be delivered as quickly as possible in order to preserve product quality and freshness while avoiding any sanitary risk. The appropriate way to meet this expectation is to develop and provide a temperature-controlled solution that guarantees health and safety while avoiding food waste. The third challenge is urban delivery. With growing local demand from restaurants, dark kitchens, and supermarkets, proximity, optimization, and responsiveness will be key as we observe fast-paced changes in commerce market. A fourth and final expectation involves sustainable delivery. ●



What e-shoppers say about buying online ?

62%

say they can shop for nearly 100% of the products/services they need online.

81%
say shopping online saves them time.

72%
say shopping online considerably reduces the stress associated with buying in store.

32%
of regular e-shoppers order fresh food and beverages online.

88%
of online fresh food buyers purchase the category at least once a month.



What defines a regular e-shopper?

Shoppers aged 18 to 70 who buy at least one product in the industry online per month. Regular e-shoppers represent 48% of all e-shoppers and currently account for 86% of all online purchases in Europe.



Sandrine Malavielle, Group food director.

Business

Always fresh...

— When it comes to delivery conditions, consumer expectations focus first and foremost on maintaining the cold chain, followed by real-time parcel tracking.

Over 71% of regular e-shoppers who buy food online consider it important to know which delivery company will be delivering their order. Consumer expectations

regarding e-commerce, including the fresh food and beverage industry, are rising. Buyers are primarily concerned with an uninterrupted cold chain, valuing both temperature-controlled transportation and parcels. Many consumers

also want their delivery to be taken care of by a carrier recognized as an expert in fresh deliveries. These e-buyers are extremely interested in being able to track their delivery in real time and want to know the name of the carrier before



finalizing their purchase, because it is reassuring to know who will deliver their parcel. Finally, they would like the delivery to be made using low-emissions means. ●



Top 3 categories purchased online

- 1 62%**
Ready-to-eat hot and cold food.
- 2 55%**
Frozen food.
- 3 46%**
Ready meals to be cooked.

Food fairs & rendez-vous



4 / 8
October 2025
Anuga, Cologne.

16
October 2025
World Food Day.



Trends

... authentic and local products

— Consumers shopping online are increasingly drawn to products that are locally made and responsibly produced by small and medium-sized enterprises (SMEs). This trend reflects a growing preference for authenticity, sustainability, and supporting local economy.

A dedicated platform named "Singular", designed by Geopost, allows businesses to expand their visibility and reach, connecting them with e-shoppers who seek exclusive, high-quality goods.

[Discover the Singular platform](#)

What drives regular e-shoppers to buy food online ?

- 1 29%**
are on the lookout for products from small local producers.
- 2 28%**
expect the website to guarantee the quality of the products.
- 3 23%**
would choose a website offering organic products.

Singular offers SMEs visibility to millions of e-shoppers through local delivery management apps, including myDPD, myBRT, miSEUR. By offering a "virtual storefront" experience, Singular allows consumers to explore products such as meat, ham, cheese, but also catering, prepared meals, sweets, drinks and shop directly on the merchants' e-commerce sites, ensuring a seamless and direct purchasing experience. ●



Hungry for more?

[visit Geopost website](#)

Delivering Change is a magazine published by Geopost

The data enclosed in this magazine comes from the Geopost e-shopper barometer study. Publishing director: Ingrid Maillard
Editor-in-chief: Camille Bourdon, Céline Bertrand
Study director: Carmen Cureu
Copywriting: Katrin Dubreuil

Design and creation: Little Stories, Australie.GAD group
Illustration: Cyril Laroche
Editorial secretariat: La Machine à mots
Engraving: Point 11
Printing: Déjà Link

