Omni

NIQ *Perspective*

Amazon's Perishables Expansion Is Reshaping How Shoppers Use the Platform

Here's what industry experts are saying:

One year after bringing perishables into Amazon's core shopping experience, the company's grocery investments are beginning to reshape shopper behavior. Greater participation in fresh food categories is driving more frequent engagement with the platform and helping Amazon secure a larger role in everyday household spending.

Jack O'Leary
Director, eCom Thought Leadership, NielsenIQ

For brands…

Brands in high growth grocery categories should benchmark performance against category trends to ensure they are capturing their fair share of Amazon's expansion.

Even brands outside of grocery should monitor this initiative closely. Greater grocery adoption could increase shopping frequency and further strengthen Amazon's influence across the broader consumer landscape.

For retailers…

Monitor department-level share shifts closely, as Amazon's grocery gains are unlikely to be distributed evenly across categories.

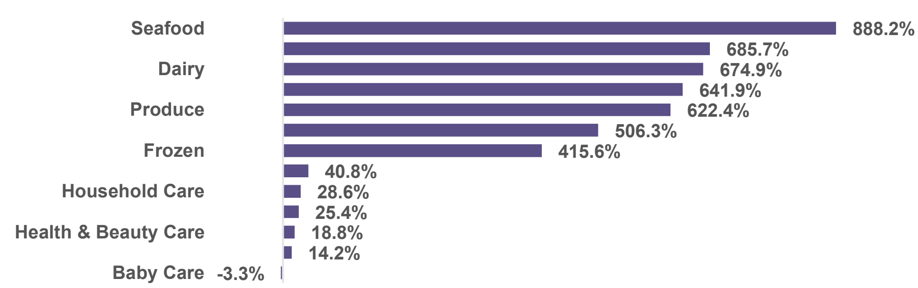
Aggressive pricing appears to be a key component of Amazon's strategy, making ongoing price competitiveness an important area of evaluation.

Implications for the Industry

Fresh Categories Are Growing Faster Than the Rest of Amazon's Retail Business

Amazon is seeing growth across much of its first-party retail assortment, but the strongest gains are concentrated in fresh food departments. Seafood, deli, dairy, meat, produce, bakery, and frozen foods are growing considerably faster than traditional grocery and non-food categories. The pattern points to increasing shopper willingness to purchase fresh products through Amazon, a critical step toward becoming a more meaningful grocery destination.

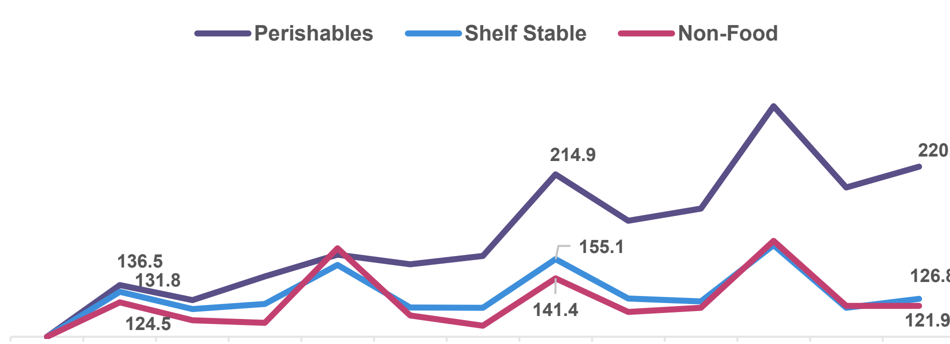
Amazon 1P Dept. L12 Week $ Sales Growth vs. YA[1]



Perishables Are Strengthening Amazon's Position as a Grocery Destination

Since Amazon integrated perishables into its core shopping experience last year, fresh food sales have grown substantially faster than both shelf stable grocery and non-food categories. The divergence suggests shoppers are increasingly embracing Amazon for categories that historically represented one of the largest barriers to online grocery adoption.

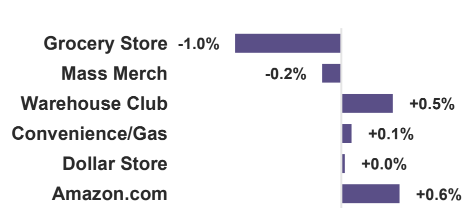
Amazon 1P Monthly $ Sales Index (Aug. 2025 = 100)[1]



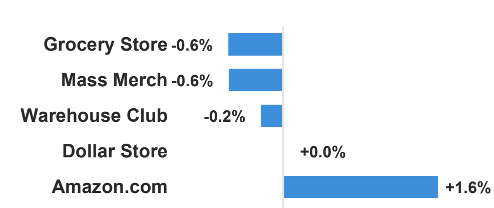
Amazon Is Capturing Food Share Across Both Online and Total Retail

Amazon gained food share over the past year while grocery stores and mass merchants lost ground. The shift is even more pronounced online, where Amazon accounted for the largest share gains among major channels. These results suggest that Amazon's grocery investments are increasingly translating into measurable changes in where consumers choose to spend their food dollars.

Total Food L52 Week $ Share Chg. Vs. YA[2]



Online Food L52 Week $ Share Chg. Vs. YA[2]



Source: [1]NielsenIQ Retail Measurement - FMCG | US NIQ Total Store Inc Fresh - 444 - Weekly (Synd) | Entire Dataset, L12 Weeks Ending 08/29/26
[2]NielsenIQ Panel On Demand Omnishopper | US Exp Osh - NDH Synd Full View - 444 5 yr | Entire Dataset, L52 Weeks Ending 08/08/26
Note: Perishables represents a collection of typically perishable super categories within the NielsenIQ product hierarchy.

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The Takeaway

- *Amazon's grocery momentum appears to be driven by a combination of convenience, value, and growing shopper confidence in purchasing fresh products online.*
- *The value of grocery extends well beyond category sales, increasing shopping frequency, strengthening first-party data, and deepening engagement across Amazon's ecosystem.*
- *Amazon's perishables offering is gaining traction among high-value households, creating a growing competitive challenge for traditional grocery retailers.*

Your Next Move

- *Quantify Amazon's grocery impact at the category level to determine where increased investment, monitoring, or competitive response is warranted.*
- *Look beyond food when assessing the implications. More frequent grocery purchases can strengthen Amazon's position across a broad range of adjacent categories.*
- *As grocery adoption grows, Amazon's retail media platform stands to benefit from richer shopper data and a more complete view of household purchasing behavior.*

Amazon Is Using Price to Accelerate Perishables Adoption

Amazon's growth in several fresh food categories has coincided with substantial price reductions, suggesting the company is willing to invest in value to encourage trial and repeat purchase behavior. The strategy may be helping reduce one of the largest barriers to online grocery adoption while strengthening Amazon's position in routine food purchases.

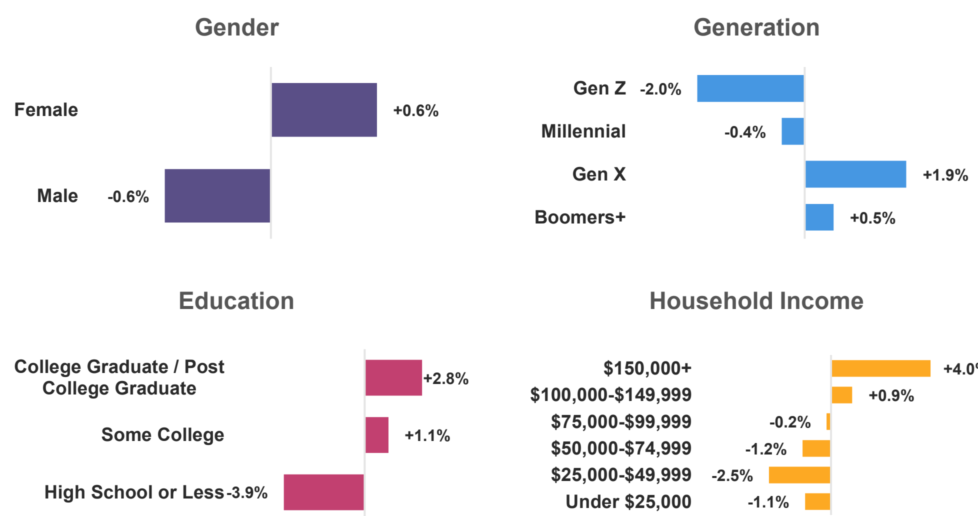
EQ Price Change Select Amazon Perishables Categories, L12 Weeks vs. YA[1]

Category	$ % Chg YA	Avg EQ Price % Chg YA
Pork	1,100.0%	(58.0)%
Chicken Eggs	750.1%	(14.7)%
Bacon	325.1%	(35.1)%
Apples	187.2%	(52.7)%
Cows Milk	185.9%	(45.1)%
Salmon	154.7%	(2.1)%
Butter	142.9%	(49.4)%
Oranges	136.9%	(76.5)%

Amazon's Perishables Offering Is Resonating With High-Value Households

Compared with the average Amazon shopper, perishables buyers skew older, higher income, and more highly educated. These consumers typically represent some of the most valuable households in retail, suggesting Amazon's grocery investments are attracting shoppers with significant spending power and broad purchasing needs.

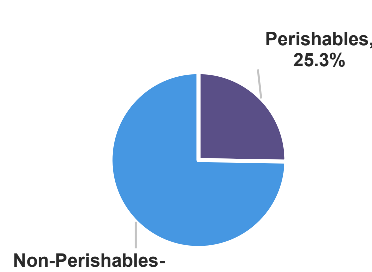
Amazon Perishables Buyers vs. Average Amazon Buyers[2]



Perishables Buyers Are Among Amazon's Most Engaged Shoppers

Only one in four Amazon shoppers purchased perishables over the past year, highlighting substantial room for further adoption. Those who do engage with these categories are among Amazon's most valuable customers, spending more than $1,300 annually above the platform average and shopping Amazon nearly 30 additional times per year. While the relationship is not necessarily causal, the data suggests that grocery participation is closely associated with deeper engagement across the broader Amazon ecosystem, making perishables a potentially important lever for increasing shopper frequency and overall spend.

Perishables vs. Non-Perishables-Only Amazon Buyers, L52 Weeks[2]



Average Amazon Buyer vs. Amazon Perishables Buyer, $ Value and Occasions on Amazon, L52 Weeks[2]

Source: [1]NielsenIQ Retail Measurement - FMCG | US NIQ Total Store Inc Fresh - 444 - Weekly (Synd) | Entire Dataset, L12 Weeks Ending 08/29/26
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