



# Delivering Results: A Shipt Business Snapshot

Trends and Insights Setting the  
New Pace of Retail Delivery

**Shipt** 

# An introduction to Shipt - By the numbers

When Shipt was founded in 2014, we launched in Birmingham, AL, delivering to families in our backyard. Today, we reach over 80% of U.S. households nationwide. Reflecting on where we've come and where we're going is important: our industry has grown and changed and we have evolved accordingly.

We're pleased to introduce our very first Shipt Business Snapshot report, a peek behind the curtain into Shipt's business including updates,

advancements and investments shaping our business and our industry today - from unique shopping habits to how we're creating connections with customers and providing them an industry-leading experience.

For those of you new to Shipt - or new to same-day delivery in general - welcome! We're looking forward to introducing you to a whole new way of shopping at your favorite stores - without ever leaving home.

And for our regulars, shopper community and partners - thank you.

We're excited to show you what's in store, and will continue to share the latest data, insights and business updates with you on a regular basis.

**But first, a look at where we are today and how far we've come:**

## Shipt: A look into our strategic growth

From southeast startup to nationwide personal shopping and delivery specialists

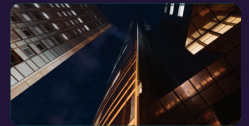
### Growing in Size



Shipt is available in **5,000** cities from over **130** retailers



Shipt delivers **20+ categories of products** - everything from fresh groceries to electronics to baby clothes to pet food!



Recently, Shipt embarked on its largest nationwide expansion in three years, adding nearly **1,000 new store locations** to now reach an additional **2M+** households



A **252% increase** in orders delivered in 2021 compared to 2019

### Growing in Speed and Value



The vast majority of all orders between January and July 2021 (**over 91%**) were delivered within five minutes of the designated delivery window



**90%** of shop-and-deliver orders completed between January and July 2021 were rated 5-stars



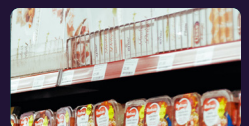
Shopper attentiveness, convenience and timely deliveries are top reasons our customers choose Shipt (according to a Shipt member survey between January and July 2021)



### Growing our Community



We proudly connect hundreds of thousands of Americans with opportunities to earn income in a way that makes sense for them, with flexibility being one of the primary reasons shoppers tell us they work on our platform



The Shopper community tripled over the past 2 years, now approx. **300,000 strong**



## Growing with Purpose

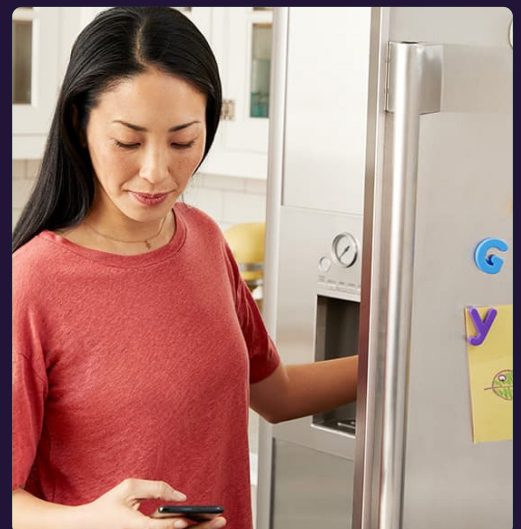
Our purpose and values serve as the foundation for our long-term growth, and will drive all that we do to ensure we are contributing positively to our communities and society at large

## Our Corporate Strategy



## Our customers say it best:

*“The whole process from start to finish is faster than I would be able to get everything done. The people who select my groceries for me do a wonderful job. Communication via text is excellent and includes pictures of choices or substitutes. All the people who have shopped for me have been kind, courteous and helpful.”*  
- Susan H., Shipt member



# The insights that drive us:

## A peek at consumer shopping behaviors from the past year and beyond

While we may not be able to predict the next March Madness winner or the next hottest runway fashion trend, there's one thing we do know: personal shopping and same-or-next day delivery is here to stay, and we have the data to prove it.

In fact, the experts at Morning Consult found that younger consumers (i.e. millennials) are largely driving the growth of online grocery shopping more than any other generation, with two in five millennials turning to their phones for at least half of their

**25% of millennials do “most” or “all” of their grocery shopping online, up from 14% pre-pandemic.**

grocery trips. Whether they're looking for convenience while starting new families, moving to new cities or going back to school, fast delivery will be a mainstay for those who used it before and during the pandemic. With that, we know there is a huge opportunity ahead of us (NRF forecasts 2021 total ecommerce growth will be between 18% and

23% to a range of \$1.09 trillion to \$1.13 trillion) and are constantly looking at the latest trends and shopping behaviors to guide our approach. Below is a peek at what's driving retail.

Be sure to check out our [newsroom](#) and [social pages](#) for additional insights as we continue to track these trends!

## The weird and wacky: What's flying off the shelves?



Over the last seven months, pest control sales have increased month over month (ew!)



Shipt sold over **11 tons** of Lunchables in August 2021 alone. That's the equivalent of about **five rhinos!**



If you laid out all of the boxes of Kraft Mac & Cheese that we sold so far this year, they would stretch the length of **91 football fields**

# Back to school eats:

Here's an exclusive first look at the top back to school snacks by state, according to Shipt product data



## Kraft Mac n' Cheese

California • Colorado • Illinois • Kansas • Michigan • Minnesota • Missouri • Oregon  
North Carolina • Nebraska • Nevada • New York • Utah • Virginia • Washington

## Tostitos Scoops Tortilla Chips

Delaware • Maryland • New Jersey  
Pennsylvania

## Pepsi

West Virginia

## Annie's White Cheddar Mac n' Cheese

Connecticut • Massachusetts • Rhode Island

## Lunchables Turkey & Cheddar with Crackers

Alabama • Arkansas • Arizona • Indiana • Texas

## Goldfish Crackers

Florida • Georgia  
Tennessee

## Horizon Organic Whole Milk

Louisiana

## Yoplait Strawberry Yogurt

Iowa

## Dannon Activia Mixed Berry Probiotic Yogurt

New Mexico

## Ground Beef

S. Dakota

## Annie's Shells and Real Aged Cheddar Mac n Cheese

New Hampshire

## Silk Almond Milk

Vermont

## Stouffer's Mac n' Cheese

Montana

## San Pellegrino Sparkling Water

Idaho

## Rockstar Sugar-Free Energy Drink

North Dakota

## Jack's Thin Crust Pepperoni Pizza

Wisconsin

## Aquafina Water

Hawaii • Kentucky • Mississippi  
Ohio • South Carolina • Maine

## Campbell's Condensed Cream of Chicken Soup

Oklahoma

# How the pandemic has shaped consumer shopping behavior: our data analysis and observations

The below is an example of the trends Shipt witnessed throughout the pandemic, providing an intimate look at how shopping behaviors have shifted and evolved - some temporary and some for good!



## Food

April 2020

Sales for ingredients to make baked goods soared in **April 2020** as consumers took on new at-home hobbies like baking. Chocolate chips and vanilla extract were always at the top of the list.



## Alcohol

May 2020

Alcohol sales spiked in **May 2020**, with Bud Light leading the way as America's sweetheart.



## Baby Items

July 2020

Families grew! We saw the highest volume of baby items purchased in **July 2020** and pregnancy and ovulation test sales have continued to soar in 2021.



## Wellness

September 2020

By **Sept. 2020**, it was time for consumers to mix in some nutrition with their baked goods. Diet & Nutrition grew quickly, with Vital Proteins Collagen Peptides as a top seller.



## Travel

Spring 2021

Shipt saw an increase in purchases of luggage and other travel accessories in **spring '21** as travelers prepared for much-needed getaways.



## Sports & Outdoor

June 2021

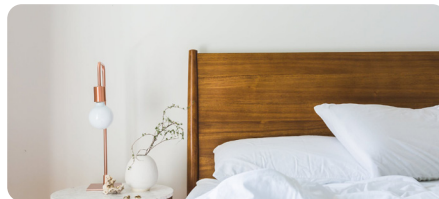
By **June 2021**, the granola lifestyle went mainstream, as camp gear reached a new high (**35% YOY**). We continue to see year over year growth in this category even after last year's spike in sales.



## Beauty

June 2021

As restrictions loosened across the country, consumers prepped for long-awaited nights out and return-to-offices. Makeup brush sales saw a notable increase (**18% YOY**) in **June 2021**.



## Home Decor

Summer 2021

Goodbye home projects, and hello, room makeovers! As of **summer '21**, bedding purchases have taken off as consumers freshen up their living spaces, a trend we expect to stick as consumers continue living in a WFH environment for the foreseeable future.

## Holiday 2021 - What's in store?

While it's difficult to predict what holiday gatherings may look like this year, we're anticipating yet another big holiday shopping boom as loved ones celebrate together and from afar. According to eMarketer, U.S. holiday retail sales will reach \$1.093 trillion in 2021, a 2.7% increase from last year. And according to Deloitte's vice chairman, Deloitte LLP and U.S. retail and distribution sector leader Rod Sides, "While consumer concerns about health and safety have eased since the last holiday season, pandemic-influenced shopping behaviors continue to gain traction. Retailers who remain resilient to shifting consumer behaviors and offer convenient options for online and in-store shopping, as well as order fulfillment, will be poised for growth this holiday season, and into the new year." Here's a look at Shipt's predictions for the upcoming festive season.

### How consumers are feeling

- According to [Sitecore](#): 59% of consumers plan to celebrate the holiday more this year, with young people planning to get into the festive spirit early
- 36% will spend more compared to the 2020 holiday season
- 78% said the pandemic has made them think more carefully about how they spend their money
- 71% don't need any more stuff and prefer experience-based gifts

### Holiday

- For Shipt, our 2020 data shows that Christmas shopping began about a week earlier than normal, and lasted six weeks. We expect this trend to continue in 2021, indicating that sales will likely start to lift the week of Nov. 15 and continue through the week of Christmas.
- During this peak shopping season, consumers will use Shipt to get gifts big and small, including popular items like AirPods and Apple Watches (a similar trend witnessed in 2020).
- No need to fear shipping deadlines. Just like in 2020, toy sales will peak the week of Christmas as consumers rely on same-day delivery services to get their last-minute gifts.



### Thanksgiving

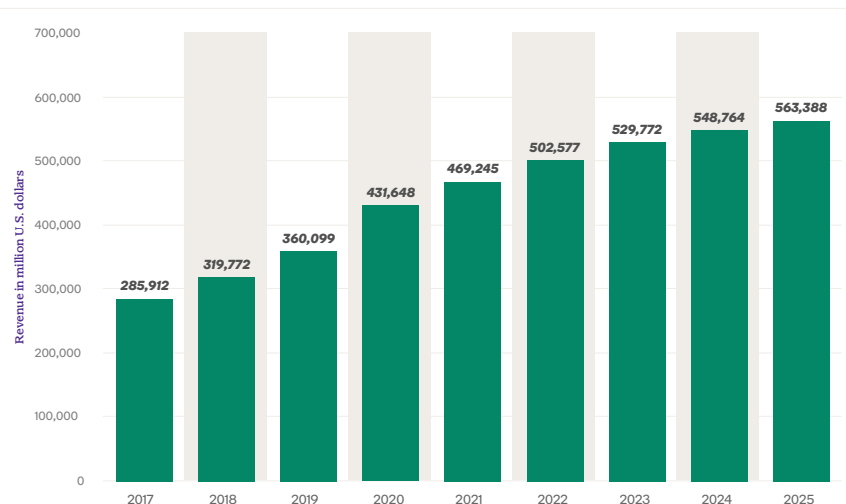
This year, the rush for the perfect Thanksgiving meal is on. We yet again anticipate that the week before Thanksgiving will have the highest sales, as consumers remain concerned about last-minute out of stocks. **Hot tip:** in 2020, out of stocks were the lowest the day before Thanksgiving Day - get your shopping in early!

## Retail ecommerce revenue in the United States

from 2017 to 2025 (in million U.S. dollars)

### Looking beyond holiday, the only way to go is up!

According to Statista, the ecommerce market is forecasted to rise steadily in revenue over the coming years, demonstrating the need for retailers to diversify their ecommerce strategies in order to meet impending demand.



# Building partnerships that last

At Shipt, we pride ourselves on building trusted, mutually beneficial partnerships with retailers, grocers, CPG brands, non-profits and financial service companies alike. We have a dedicated team that works hand-in-hand with partners at every stage of their logistics journey, ensuring their evolving needs are met consistently along the way. From building effective merchandising strategies to driving incremental sales with

Shipt, our ultimate goal is helping each partner grow their business and connect with customers. Traditionally, Shipt has worked with grocers and retailers to provide “shop and deliver” services, where a Shopper with Shipt shops for the customer’s order items in a store and then delivers them to the customer’s doorstep. And more recently, we rolled out a service called Shipt Driven that has shoppers

picking up items at the front of a store to then deliver them to customers directly (such as a new tablet from Best Buy or college dorm must-haves from Bed, Bath & Beyond). However, Shipt has recently embarked on several unique collaborations with new players, extending its offerings to customers in new and creative ways.

Highlights from this evolution include:



**A +40% increase  
YOY in CPG  
partners**



KraftHeinz

Kellogg's



**Nearly 150% growth over the last year for Shipt Driven, powering last-mile deliveries from retailers' own websites as they continue to face an influx of delivery needs**

**More than \$10.3M in savings to customers via CPG promotions (from January-July 2021)**

**68% of Shipt Driven business this year was non-grocery, a more than 20% bump from last year**



PartyCity

**30+ new retail partners added since 2020**



BED BATH & BEYOND

**Strong growth in strategic partnerships that introduce more consumers to Shipt**



Continental

*“Our home delivery program plays a vital role in helping customers stay adherent to their prescription therapy by providing convenient ways to obtain their pharmacy orders. As we provide different delivery options that respond to customer needs, it is important that we have alignment with the right delivery partner to fulfill our company’s last mile delivery requirements. Through their nationwide coverage coupled with their delivery expertise and customer service, Shipt has proven to be a reliable partner that provides exemplary service to support our customers’ needs with our delivery program.”*

- Emmanuel Kolady, SVP of Supply Chain, Inventory and Transportation, CVS

## Spotlight on Visa + Shipt

Just this September, we announced an exclusive new benefit with Visa, the world leader in digital payments, to provide free Shipt memberships\* to the millions of Visa consumer credit cardholders\* in the U.S. that enroll in the benefit. Representing half of U.S. market share\*\*, Visa leads their industry. Now, all U.S. Visa consumer credit cardholders can enroll to get free delivery of groceries and other home essentials on all Shipt marketplace orders over \$35, from both national brands like Bed Bath & Beyond, CVS, and Target and a variety of beloved neighborhood grocers. We’re thrilled that Shipt’s exclusive new engagement with Visa will help our retail partners reach this new segment of customers. Learn more and enroll at [shipt.com/visa](https://shipt.com/visa).



# Leading the next era of personal shopping innovation - from the heart to the cart

In 2020, Shipt embarked on one of our most important projects to date - the formalization of our company's purpose: **to spark the connections that show why every person counts**. That said, our approach to innovation - everything from new user experience features to back-end app enhancements - is driven

by our obsession with sparking connections and meeting customers where they are. At Shipt, we believe personal shopping needs to be just that - personal. That's why we're committed to both arming shoppers with the tools they need to deliver an incredible experience for customers while also

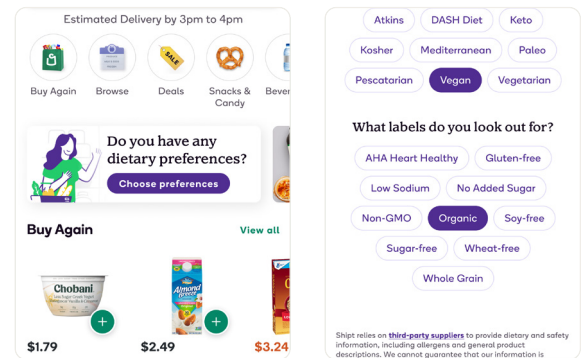
providing customers with personal shopping features unique to Shipt.

**This year, we unveiled two exciting new features rooted in relationship-building and hyper-personalization for the most customized Shipt experience yet:**

## Snapshot of Dietary Preferences

### Dietary Preferences:

Need gluten-free pasta or non-dairy items? This feature truly customizes the Shipt shopping experience, letting customers easily find the items they need for nearly 20 different dietary lifestyles. Shoppers can even see a customer's preferences while in-store to help with substitution suggestions.



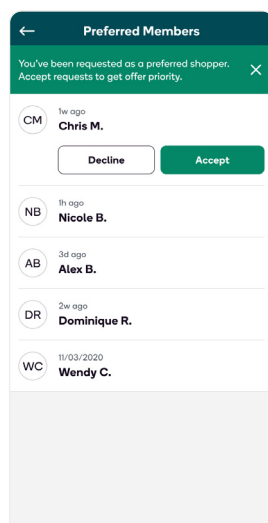
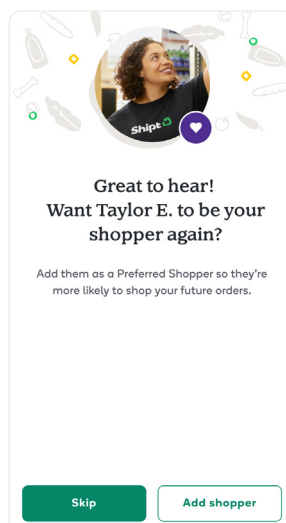
## Spotlight on Preferred Shoppers

Shoppers and customers consistently tell us they want to be paired more often with the shopper regulars they know and trust, and our latest feature does just that. One of our top all-time requests, we rolled out our industry-leading Preferred Shoppers feature nationwide after an incredibly successful test that proved that this offering **greatly enhances customer and shopper satisfaction, quality of service and order frequency**.

In fact, Shipt customers who were paired with regular shoppers for their same-day delivery needs ordered more often, rated their experience high and described fewer issues with items. **Approximately 95% of Shipt customers in our test markets used the feature right out of the gate** and reported **higher satisfaction** in their same-day delivery experiences. Shoppers are also feeling the love, with customers in these Preferred Shopper pairings **tipping**

**more on their orders** as a thank you to their shoppers for a high level of individualized service.

Looking ahead, we'll continue to invest in creative and innovative solutions that are built to spark connections and channel meaningful relationships - the core of who we are and why we do what we do.



*"She's very conscious of what my brand preferences are, and even though I can enter in backup products when placing my order, she'll send me a picture of all available substitute products on a shelf and ask me exactly which I want. I just feel really confident when she's doing her shopping for me, because she knows me now."*

- Robert E., Shipt customer

*"I have a strong connection with my member match, Sharon. She says I'm smart like her and any substitute I've ever sent her is exactly what she would have done. She has some immune issues so Covid was a HUGE risk for their house. When she got fully vaccinated she came outside when I was delivering and we promised to get together soon for cake and coffee."*

- Tiffany G., Shipt Shopper



# Closing letter from our CEO

Although it's overstated, it does bear repeating: these past 18 months have been like none other. Each of us at Shipt has grown and learned together - and as an organization, we have come out stronger than ever before. Our business has also grown at an outsized pace, which has benefited our stakeholders in different ways:

- For our business, we're meeting growth goals years ahead of schedule due to unprecedented demand.
- For our teams, we're working to ensure that Shipt is a diverse, equitable and inclusive workplace. I'm proud of where we are today (70% of our C-Suite team is women and 40% is diverse!) but know we have room to grow; we'll continue to make strides in diversifying our employee base and to level the economic playing field for underrepresented populations.
- For our customers, we meet them where they are. We've doubled down on providing excellent service, adding new stores, expanding access to minority-owned businesses, onboarding more shoppers and finding additional ways to personalize the shopping experience on our platform.
- For our partners, we're expanding the ways in which we can work with retailers to better meet their (and their customers'!) individual needs, offering new delivery-only services and fulfillment center pickup options designed to increase speed and efficiency.
- For Shipt Shoppers, we're identifying new ways to support them through new app features, bonus programs and enhancements to the overall value proposition to being a Shopper or Driver. We continue to watch this community grow and could not be more excited to welcome more shoppers to the family.
- For our communities, we're putting our time, talent and dollars towards fighting racial injustice, eradicating food insecurity and increasing economic mobility. We will continue to support local and national organizations including Feeding America, Tech Birmingham, Black Girls Code, among many others.

All of this activity - a testament to Shipt's incredible resilience and scrappy can-do attitude - is a direct extension of our larger mission: to develop the most trusted local ecosystem by connecting caring shoppers, valued partners and an efficient cost-to-serve operating model. With this strategic direction guiding us, we are committed to fueling innovation through a diverse, engaged and purpose-driven team. **And we are investing in the places that matter most to the future of our business: shopper support, new fulfillment offerings and advanced product features designed to spark connections.**

We thank you for joining us on this journey and look forward to bringing you along on the ride.

*Kelly Caruso, CEO*



email: [Press@shipt.com](mailto:Press@shipt.com)  
website: [www.shipt.com](http://www.shipt.com)