Introduction:

Online grocery shopping is a way of buying food and other household necessities using a web-based shopping service. If we say it differently then, an online grocer is either a brick-and mortar supermarket or grocery store that allows online ordering, or a standalone e-commerce service that includes grocery items. There is usually a delivery charge for this service. Some companies provide free delivery charge also. And in different occasions they offers free delivery charges as a bonus gift. The online ordering is done through e-commerce websites or mobile apps. Nowadays people are more busy with their workplaces. In this competitive world if a person wants to earn and spend well he or she have to work more attentively and also have to make their working hours longer. So to keep the prosperity in a family both male and female are working outside. No one have the time to do household shopping . Online grocery store is the best invention to help this kind of people. Moreover in a grocery store people does not always find all things in one place. They visit different kind of store to find different things .because one store cannot provide all the household necessities.it is very time consuming. It is also very energy consuming because in grocery shopping one has to stand in queue to make then payment and commuting to and from the store.

Now if u think from the seller side online grocery store is also beneficial for them. Large grocery requires a lot of cleaning and maintenance and much efforts are needed from the worker side as well. These kind of services need helping hand or workers sometimes. This will cost extra money. Instead in a online store they will not need to spend on this category and can save more money. So it is profitable for them as well. Moreover often the store are at a great risk of the theft. Also, we have seen many times the thief has taken products from the rows and have damaged their products and buildings as well. So to prevent this there should be some strong security system available for the grocery store. It will cost some extra money that online store services do not have to pay. For all these mentioned reasons and also many more online grocery stores are becoming day by day.

Source: STATISTA.COM

Fig1 : Bangladesh E-Commerce Market Size

When we look at the figure 1, we can clearly see that in last few years the e-commerce based market size are increasing spontaneously and in future it will grow more.

When we go through the history ordering groceries online became popular in the 1990s, in the United States, during what has been called the dot-com boom. The When popularity was short-lived, however, and several online shopping services faced bankrupt. Online grocery delivery services are available throughout Europe, Asia and North America, mostly in urban centuries. Over the next few years, some of them survived economic hardship to remain strong in the market, and today there are numerous online grocery retailers.

At last if we consider the current pandemic of COVID-19 then hopping very dangerous in this pandemic we are facing now. We all know that corona can spread primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes. So if any affected person enter a grocery store and touch or sneezes in front of the products available in that store. It will become a carrier for the disease spreading. It can turn into a major issue. Moreover many area declared “LOCKDOWN” by the government. So many people facing problems buying daily necessaries. So, e-commerce based grocery store became a necessity now.

Many market experts currently feel that online grocery shopping is a profitable concept in this global pandemic to ensure safety. It will continue to grow its popularity in near future.