

Online Groceries

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This page is currently in DUH editorial.

Where buying online actually costs less

The categories below are the ones where online ordering tends to beat a store run. Nothing here is a current price: treat the platform names as starting points and check the number yourself before you order.

Food category	Why it can be cheaper online	Platforms named in the source material	What to keep in mind
Bulk and non-perishable staples	Lower per-unit pricing on large packs; fewer hands between producer and buyer	Gopuff (GoXL), Amazon, Walmart, bulk co-shopping platforms	Shelf-stable items only, and you need somewhere to put them
"Imperfect" produce and surplus food	Rescues food that fails retail cosmetic standards and sells it at a discount	Misfits Market, Imperfect Foods, Martie	Fine for cooking and smoothies; appearance varies
Store and delivery-service house brands	No brand marketing cost, and often produced by the same manufacturers as the name brands	Amazon Grocery, Walmart Great Value, Target Good & Gather	Reported to compete with discount-grocer pricing on cereal and frozen vegetables
Subscription items	Discounts attach to scheduled repeat deliveries	Amazon Fresh, supermarket-run subscription services	Worth it only for true staples — coffee, pet food, diapers — or you overstock

Sources cited in the original page: Supermarket News, MoneyLion, Money Talks News, Business Insider Africa, Innovation Factory.