



SN PRICE CHECK:
HOME DELIVERY

New York City

AmazonFresh scores in NYC, but...

A 20-SKU basket was shopped for via AmazonFresh, FreshDirect, Whole Foods via Instacart, and Fairway Market via Instacart, for home delivery in Manhattan, N.Y., during the weeks of Aug. 3, 10 and 17. While AmazonFresh wins the price battle with total basket prices across the board, home delivery customers need to pay a \$299 annual fee to take advantage of these low prices. Not so with Amazon's competitors, which charge a \$5.99 delivery fee per order, in the case of FreshDirect, or offer free delivery to shoppers who spend \$35 or more, in the case of Instacart with Fairway and Whole Foods.

SOURCE: Brand View

WHO SCORED BEST



Price Matchup

The AmazonFresh basket was nearly \$20 less expensive than Fairway's. However, Amazon Prime Fresh members must pay \$299 per year to take advantage of the service.

WEEK 3

Value of Total Basket*

AmazonFresh	\$87.28
FreshDirect	\$96.41
Whole Foods via Instacart	\$105.36
Fairway Market via Instacart	\$106.51

*Based on a 20-SKU basket purchased for home delivery in Manhattan during the week of Aug. 17. Delivery fees didn't factor into basket totals.

Most Lowest-Priced Items*



*Based on baskets purchased during the week of Aug. 17. In the case of a tie, both retailers were credited with having the least expensive item.

ITEM PRICE COMPARISON

PRODUCT NAME*	AMAZONFRESH			FAIRWAY MARKET			FRESHDIRECT			WHOLE FOODS		
	(WEEK 1)	(WEEK 2)	(WEEK 3)	(WEEK 1)	(WEEK 2)	(WEEK 3)	(WEEK 1)	(WEEK 2)	(WEEK 3)	(WEEK 1)	(WEEK 2)	(WEEK 3)
Andrew and Everett Thin Sliced Muenster Cheese/7 oz.	\$4.39	\$4.39	\$4.39	\$4.98	\$4.98	\$4.98	\$4.79	\$4.79	\$4.79	\$4.99	\$4.99	\$4.99
Annie's Homegrown Macaroni and Cheese with Organic Pasta/6 oz.	\$1.67	\$1.67	\$1.67	\$2.33	\$2.33	\$2.33	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49
Annie's Homegrown Microwaveable White Cheddar Mac and Cheese, 5-pack	\$3.69	\$3.69	\$3.69	\$6.89	\$6.89	\$6.89	\$5.99	\$5.99	\$5.99	\$6.69	\$6.69	\$6.69
Apple and Eve Clear Apple Juice/64 oz.	\$3.49	\$3.49	\$3.49	\$3.00	\$3.00	\$3.00	\$3.49	\$3.49	\$3.49	\$4.39	\$4.39	\$4.39
Applegate Organic Uncured Chicken Hot Dogs/12 oz.	\$7.19	\$7.19	\$7.19	\$8.49	\$8.99	\$8.99	\$7.39	\$7.39	\$7.39	\$7.99	\$7.99	\$7.99
Applegate Smoked Turkey Breast Slices/7 oz.	\$5.49	\$5.49	\$5.49	\$5.19	\$5.49	\$5.49	\$5.69	\$5.69	\$5.69	\$5.69	\$5.69	\$4.69
Arrowhead Mills Whole Wheat Flour Stone Ground/32 oz.	\$2.99	\$2.99	\$2.99	\$4.19	\$4.19	\$4.19	\$3.59	\$3.59	\$3.59	\$3.99	\$3.99	\$3.99
Blue Print Juice Organic Cold-Pressed Carrot Lemon Juice/10 oz.	\$5.99	\$5.99	\$5.99	\$6.38	\$6.38	\$6.38	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99
Cabot 50% Reduced Fat Sharp Cheddar Cheese/8 oz.	\$2.62	\$2.62	\$2.62	\$3.98	\$3.98	\$3.98	\$3.59	\$3.59	\$3.59	\$4.49	\$4.49	\$4.49
Cheerios Multigrain Cereal/12.8 oz.	\$3.99	\$3.99	\$3.99	\$4.99	\$4.99	\$4.99	\$5.29	\$5.29	\$5.29	\$5.99	\$5.99	\$5.99
Earth Balance Natural Buttery Spread/15 oz.	\$3.68	\$3.68	\$3.68	\$4.88	\$4.88	\$4.88	\$4.99	\$4.99	\$4.99	\$4.49	\$4.49	\$4.49
Fage Total 0% Plain Greek Yogurt/6 oz.	\$1.49	\$1.49	\$1.49	\$1.59	\$1.59	\$1.59	\$1.20	\$1.20	\$1.20	\$1.25	\$1.69	\$1.69
Tazo Organic Iced Black Tea/13.8 oz.	\$1.52	\$1.52	\$1.52	\$1.60	\$1.60	\$1.60	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.25
Happy Yogis Organic Yogurt Snacks/1 oz.	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.99	\$3.19	\$3.99	\$3.99	\$3.00
Kind Healthy Grains Dark Chocolate Chunk Granola Bars/5-pack	\$3.70	\$3.70	\$3.70	\$3.89	\$3.89	\$3.89	\$2.99	\$2.99	\$2.99	\$3.00	\$3.00	\$4.19
Kind Nuts and Spices, Maple Glazed Pecan and Sea Salt/12-pack	\$14.22	\$14.22	\$14.22	\$19.49	\$19.49	\$19.49	\$21.99	\$15.99	\$15.99	\$20.28	\$20.28	\$20.28
Organic Valley Mexican Blend Shredded Cheese/6 oz.	\$5.29	\$5.29	\$5.29	\$5.38	\$5.38	\$5.38	\$5.49	\$5.49	\$4.49	\$5.39	\$5.39	\$5.39
Seventh Generation Natural Dish Liquid Lemongrass and Clementine/25 oz.	\$2.99	\$2.99	\$2.99	\$3.99	\$3.99	\$3.99	\$3.69	\$3.69	\$3.69	\$3.00	\$3.00	\$3.99
Tate's Bake Shop Gluten-Free All-Natural Cookies/7 oz.	\$4.00	\$4.00	\$4.00	\$5.49	\$5.49	\$5.49	\$5.49	\$5.49	\$5.49	\$5.99	\$5.99	\$4.99
Tropicana Pure Premium Orange Juice with No Pulp/59 oz.	\$4.89	\$4.89	\$4.89	\$4.89	\$4.99	\$4.99	\$4.39	\$4.39	\$4.39	\$4.39	\$4.39	\$4.39
TOTAL	\$87.28	\$87.28	\$87.28	\$105.61	\$106.51	\$106.51	\$104.21	\$98.21	\$96.41	\$106.17	\$106.61	\$105.36

*Items represent a 20-SKU basket shopped for home delivery in Manhattan during the weeks of Aug. 3, 10 and 17. Prices do not reflect loyalty card pricing.

OUR METHODOLOGY: Brand View — a market-leading international price and promotions intelligence analytics tool — captures the pricing and promotions of products for retailers offering click-and-collect and home delivery grocery services, on a daily basis. The data are sourced from these retailers' websites at different store locations. Every month, the pricing of a basket of six items is compared between two or more retailers for stores within close proximity. SN will focus on a single U.S. region in each issue of its print edition, and will feature more extensive pricing information online.

BrandView