

Irish online shopping platform Buymie to create 200 jobs

Covid-19 spurs Buymie to hire 200 personal shoppers and expands into UK as part of joint-venture with Co-op.

Personalised online grocery delivery provider [Buymie](#) is expecting to hire 200 personal shoppers over the next six months – including 30 drivers – due to increased demand during Covid-19 restrictions.

The company has also expanded into the UK and has teamed-up with [Co-op](#) to offer same-day home grocery deliveries and full personal shopping services across Bristol as a first UK city deployment.

Buymie was founded in 2015 by Devan Hughes and Artavazd Sokhikyan as a mobile app for on-demand groceries where customers can order goods and have them delivered within an hour.

Buymie has created a platform using artificial intelligence (AI) technology, that enables consumers to access multiple large grocery retailers and receive short notice delivery to their chosen destination in as little as an hour. Currently, the Buymie service is available to more than 490,000 households across Dublin as well large towns in Kildare and Wicklow.

Shopping for the new now



In recent weeks, it emerged Buymie [raised €2.2m](#) from existing and new investors as well as entering into a multi-year partnership with Lidl Ireland. Consumers are also able to use their Buymie application to shop from Tesco in Ireland.

“We’re absolutely thrilled to be announcing our official launch into the UK, with our flagship retail partner the Co-op,” said Buymie co-founder and CEO Devan Hughes. “This marks Buymie’s first international expansion and a major milestone for the business as we expand rapidly in Ireland. 2020/21 will see rapid expansion the same day-delivery channel as consumers confront a new reality for the foreseeable future.”

The move is the first partnership in the UK for Ireland-based Buymie, whose mobile app allows customers to book same-day, tailored grocery deliveries straight to their front door.

The same-day delivery service will now be available to over 200,000 households across Bristol and

its surrounding suburban area.

Users of Buymie's app can select a grocery store, then the products they wish to purchase, and lastly select a convenient delivery slot. Buymie customers have no limitation on basket size. A personal shopper is then appointed, allowing for seamless communication during the shopping process, and ensuring the best substitutions and highest quality fresh produce are selected.

Since first launching in the Dublin market in 2016, Buymie has become the market-leader in same-day grocery delivery.

UK expansion

Co-op customers using the Buymie app available from app stores on iOS and Android can choose from around 4,000 products, with no limit on overall basket size. In addition to deliveries being made in as little as one hour, 60 minute slots can be selected up to seven days in advance.

The service sits alongside Co-op's own same day online delivery offer and dedicated online shop, coop.co.uk/shop, which the convenience retailer expects to be available from 650 stores in communities across the UK by the end of 2020.

"Ease, speed and convenience is at the core of our approach," said Jason Perry, head of Online Development at Co-op.

"With customer experience and quality front of mind, our decision to partner with Buymie allows us to continue to expand access to our products online, and offer greater flexibility and choice to meet consumer needs in our communities."

Pictured at top: Buymie founders Artavazd Sokhikyan and Devan Hughes

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