

2023



instacart

Economic Impact

REPORT



Table of Contents

The Grocery Industry	4
Shoppers	9
Customers	12
Food and CPG Brands	15
Looking Ahead	17
Methodology and Data Sources	18



Every day, all across North America, Instacart is helping grocers run and scale their businesses, creating rewarding earnings opportunities for hundreds of thousands of Instacart shoppers, and helping individuals and families access the food and essentials they need to power their lives. We're also proud to be nourishing and strengthening local economies in the thousands of communities we serve.

As the leading grocery technology company in North America, we're deeply committed to driving economic gains for all four sides of the Instacart marketplace: customers, shoppers, retailers, and brands. This report quantifies for the first time Instacart's impact on multiple sectors and segments of the economy — from small businesses in the grocery industry to emerging food brands to the millions of Instacart customers across the United States and Canada.

Since launching in 2012¹, for example:

- Instacart has helped add over **231,000 grocery jobs** and approximately **\$8 billion** in revenue to the U.S. grocery industry, including 66,000 jobs and approximately \$2 billion in added revenue for small grocery stores (fewer than 50 employees)²
- Instacart customers have saved over **700 million hours**³ using the platform
- Instacart shoppers have earned over **\$15 billion**⁴
- Instacart helps more than **5,500 brand partners**⁵ reach new customers and grow their businesses, driving an average of **15% incremental sales lift**⁶

We're proud to help generate billions in shopper earnings and retailer revenue while giving invaluable time back to millions of families. And we're grateful to everyone who comes together every day through the Instacart platform to help deliver these economic impacts and advance our mission: to create a world where everyone has access to the food they love and more time to enjoy it together.

¹Data based on U.S. and Canada unless otherwise specified.

²Industry data based on 2023 [NERA Economic Consulting study](#).

³Based on more than 700 million hours shopped and more than 900 million orders since inception in the U.S. and Canada.

⁴As of June 30, 2023.

⁵As of June 30, 2023.

⁶Based on internal tests run across active advertisers in the quarter ended June 30, 2023.



INSTACART'S ECONOMIC IMPACT ON

The Grocery Industry

At Instacart, we create technology that helps grocers and other retailers bring their businesses online and serve their customers. In the process, according to third-party research, we're helping them increase sales, expand their businesses, and create jobs in their communities.⁷





80,000+ retail stores

Instacart partners with more than 1,400 national, regional and local retail banners to deliver from more than 80,000 stores across more than 14,000 cities in the U.S. and Canada.⁸

231,000 grocery jobs

Instacart has helped U.S. grocers create over 231,000 grocery jobs since 2012— from managers to cashiers, bakers to deli workers.⁹

\$7.96 billion in increased revenue

Since launching, Instacart has helped brick-and-mortar grocers in the U.S. increase their revenue by \$7.96 billion.¹⁰

⁷Industry data based on 2023 NERA Economic Consulting study.

⁸As of Q2 2023.

⁹Industry data based on 2023 NERA Economic Consulting study.

¹⁰Industry data based on 2023 NERA Economic Consulting study.

Supporting small grocers

We're particularly proud to support small and medium-sized grocers in the communities we serve. In fact, nearly three in every 10 jobs Instacart has helped create in the U.S. grocery sector have been at small businesses — more than double the industry average.



66,000 small business jobs

Of the over 231,000 jobs Instacart has helped grocers create, more than 66,000 jobs were created at small grocers.¹¹



29% of jobs at small businesses

The 66,000 jobs Instacart has helped create at small grocers represent 29% of the total number of jobs we've generated across the U.S. grocery industry — more than double the small business share of all grocery jobs in the U.S. (14%).¹²



More than \$2 billion in increased revenue for small businesses

Since launching, Instacart has helped small grocers (fewer than 50 employees) increase their revenue by \$2.29 billion by helping them bring their businesses online, reach new customers, and increase their sales.¹³

¹¹Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.

¹²Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.

¹³Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.



Helping grocers create more jobs

Instacart is proud to help grocers create jobs for people with diverse backgrounds, including young workers, seniors, and individuals with all types of educational backgrounds, including those without a four-year college degree. These are important segments of the labor market that research suggests often have a harder time finding work.^{14, 15}

“As a local, fourth generation family-owned supermarket chain, our goal is to remain innovative and competitive so that we can continue to serve our community. Instacart is helping us access new technologies that improve our operations, so we can stay focused on providing access to fresh, local food and the best possible customer service.”

BOB RYBICK
CEO, Geissler's Supermarket, East Windsor, CT



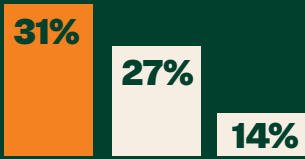
¹⁴U.S. Bureau of Labor Statistics. Labor force characteristics by race, ethnicity, 2021. January 2023.

<https://www.bls.gov/opub/reports/race-and-ethnicity/2021/home.htm>

¹⁵U.S. Bureau of Labor Statistics. Civilian labor force participation rate by age, sex, race, and ethnicity. September 2023.

<https://www.bls.gov/emp/tables/civilian-labor-force-participation-rate.htm>

31% Young Workers



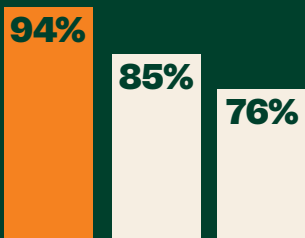
31% of the grocery jobs Instacart helps grocers create go to workers under the age of 25 — whereas 27% of jobs in the grocery industry overall and 14% of jobs across the broader economy are held by young workers.¹⁶

15% Seniors



15% of the grocery jobs Instacart helps grocers create go to workers over the age of 65 — whereas 7% of jobs in the grocery industry overall and 7% of jobs across the broader economy are held by seniors.¹⁷

94% Without a Four-Year College Degree



Instacart helps grocers create many jobs for entry-level workers. 94% percent of the grocery jobs Instacart helps grocers create go to workers with high school/GED and associates degrees — whereas 85% of jobs in the grocery industry overall and 76% of jobs across the broader economy are held by workers without higher education.¹⁸

“Our partnership with Instacart has been a game-changer for us. It’s helped us reach a wider range of customers, expand our inventory, and streamline our processes. One of the biggest benefits of working with Instacart has been the implementation of the EBT SNAP program. This has made it possible for our customers to order groceries using SNAP benefits and receive same-day delivery.”



PHILIP PENTA

Owner, 3 Guys From Brooklyn, Brooklyn, NY



¹⁶Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.

¹⁷Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.

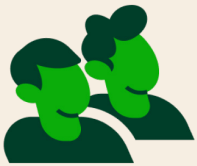
¹⁸Industry data based on 2023 NERA Economic Consulting study, results based on U.S. grocery industry.



INSTACART'S ECONOMIC IMPACT FOR

Shoppers

Instacart shoppers are a vital part of the Instacart community. These independent workers earn by picking, packing and delivering nutritious food and essentials — all around their own schedule. Every day, hundreds of thousands of Instacart shoppers choose to shop for the flexibility to earn income on their own terms.



~600,000 shoppers

Approximately 600,000 people shop on the Instacart platform across the U.S. and Canada.¹⁹



\$15 billion+ earned by shoppers

Since Instacart's launch in 2012, shoppers have earned over \$15 billion total.²⁰



“ Shopping with Instacart allowed me to pivot my culinary career after my accident while still doing work that I love. I treat each delivery as if I'm shopping for my own family, and I love how it introduces me to so many new people in my community. The flexibility of setting my own schedule means that I can easily work whenever I am feeling good, and not worry about logging off if I need to rest. Even better, it lets me stay close to the food industry while being able to help and serve others, which was something I loved about being a chef.”

AYANNA B.
Fayetteville, GA

¹⁹Based on shoppers who completed at least one order during the month ended June 30, 2023.

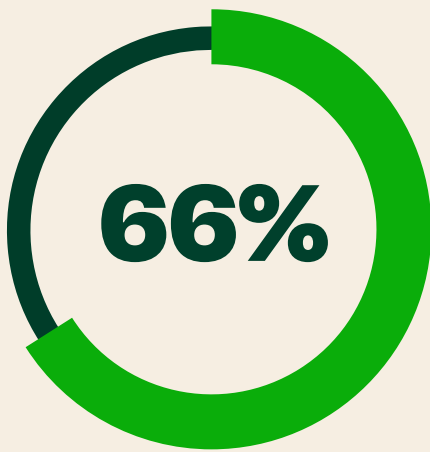
²⁰Data time period from inception in 2012 through June 30 2023 in the U.S. and Canada.

Who are shoppers?

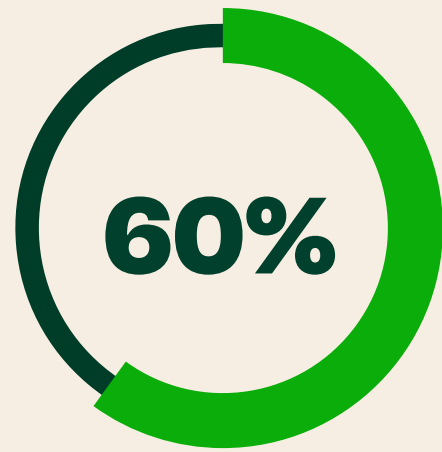
The shopper community is diverse and includes college students, caregivers, retirees looking to make extra income, and busy parents who want the flexibility to earn extra income and take care of their kids.²¹

“As a diabetic, it’s really important to me that I can make my own schedule to shop; it’s crucial for me to be able to take the rest when I need it and choose to work when I want to. Shopping with Instacart helps me make ends meet and I love to help my community!”

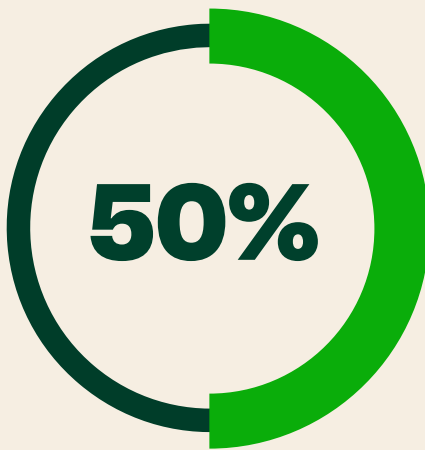
GARY T.
Edwardsville, IL



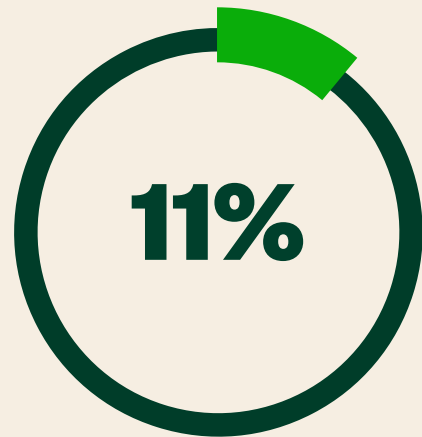
About 66%
are women



60% are younger than
34 years old



Approximately 50%
are parents



11% are
college students

²¹Selected shopper demographics are based on a survey of shoppers. See Methodology and Data Sources section for more information.

“As a disabled United States veteran, shopping on the Instacart platform has been a true lifesaver. Not only do my earnings help supplement my pension, but shopping provides much needed structure to my day and has helped me enter the middle class.”

BENJAMIN C.
Brentwood, PA



Why do they shop?

Shopping with Instacart provides individuals with flexible earnings opportunities that fit around their schedules. Shoppers always see the details about every order — how many items, how far the drive, how much they will earn — ahead of time, so that they have all the information they need to decide whether to shop.



80% choose Instacart for the independence

Over 80% of shoppers say they choose Instacart because of the independence it provides.²²



More than **two-thirds** have multiple income streams

Most shoppers (68%) have other sources of income²³ and many look to the platform for supplemental earnings.



10 hours or less

On average, shoppers work less than 10 hours a week, fitting shopping around their busy lives. Nearly half of that time is spent shopping, not driving.²⁴

²²Based on a survey of shoppers in the U.S. and Canada.

²³Based on a survey of shoppers in the U.S. and Canada.

²⁴Average hours per week and time spent shopping for the quarter ended June 30, 2023. based on shoppers in the U.S. and Canada.



INSTACART'S ECONOMIC IMPACT ON

Customers



Instacart helps millions of families and individuals across the U.S. and Canada access the food they love from the retailers they trust. This includes many families who live in food deserts and other hard-to-reach areas as well as individuals who face transportation barriers and health-related mobility challenges, including illness or disability.

By using Instacart, customers also save hundreds of millions of hours that can instead be spent with family and friends, pursuing professional endeavors, and more.

7.7 million customers

Instacart has 7.7 million monthly active orderers.²⁵

900 million+ orders

Instacart has powered more than 900 million orders since launching in 2012.²⁶

~20 billion items ordered

Approximately 20 billion items have been ordered through the Instacart platform.

93% food desert household reach

Instacart can now reach more than 93% of households in low income, low access areas in the U.S. — sometimes known as food deserts.

700 million+ hours saved

Instacart has helped customers save a total of over 700 million hours by shopping on the platform.

²⁵For the month ended June 30, 2023 in the U.S. and Canada. A monthly active orderer is a customer who places at least one order on Instacart during the calendar month indicated.

²⁶As of Q3 2023.

²⁷As of Q3 2023.

Expanding access for customers

In 2020, in partnership with the United States Department of Agriculture (USDA), Instacart became the first marketplace to launch SNAP online payments. Then, in 2023, Instacart became the first online grocery marketplace to accept EBT SNAP payments in all 50 states and Washington D.C.²⁸

Online SNAP from **10,000+** stores

On Instacart, more than 10,000 stores representing over 120 retail banners across the U.S. accept EBT SNAP payments.²⁹

95%+ SNAP household reach

Instacart can now reach more than 95% of households enrolled in SNAP.

Online SNAP in all 50 states

Instacart is the first online grocery marketplace to offer EBT SNAP payment access in all 50 states.



“ I love that I can use my EBT SNAP benefits on Instacart and have my groceries delivered. I also use Instacart to shop from other retailers for non-grocery items. It’s been perfect for everyday life and special occasions like sending flowers or balloons to a loved one on their birthday.”

OSE J.
Los Angeles, CA

²⁸Supplemental Nutrition Assistance Program (SNAP) is a government nutrition assistance program. Electronic Benefits Transfer (EBT) is an electronic system that allows a participant to pay for food using SNAP benefits. This result refers to Instacart delivery access among participating EBT SNAP retailers.

²⁹As of June 30, 2023.

Making healthy eating easier for customers

About one in four food items sold is fresh produce

Approximately one in four food items sold on Instacart is fresh produce, including more than 13% fresh fruit and more than 11% fresh vegetables.³⁰

\$5.24 more spent on produce

In a study of online grocery shopping among individuals with low incomes, researchers found that people who shop online spend on average \$5.24 more on fruits and vegetables compared to those who shop in-store without increasing their total grocery bill.³¹

The top 3 items purchased on Instacart since inception³² are:



Approximately **1.3 billion** bananas have been purchased on Instacart.



Approximately **182 million** gallons of milk have been purchased on Instacart.



Approximately **3.3 billion** eggs have been purchased on Instacart.

“ I became an avid user of Instacart because so many grocery stores in Vancouver are hard to access without a car. On top of the convenience that it offers, Instacart also helps me save money by providing easy access to value retailers, letting me shop without having to rent a car or pay for gas.

YASSINE N.

Vancouver, BC Canada

³⁰Based on total food items in cart as of November 2023.

³¹No Kid Hungry by Share our Strength micro report titled New Research Report: Online Shopping for Low Income Families, published September 2022. <https://www.nokidhungry.org/sites/default/files/2022-09/NKH-Instacart-Online-Shopping-Micro-Report-v2.pdf>.

³²Instacart data from 2012 through September 2023 in the U.S. and Canada.



INSTACART'S ECONOMIC IMPACT ON

Food & CPG Brands



Instacart provides a suite of advertising products, tools, and insights that help consumer packaged goods (CPG) companies, fresh produce distributors, and many more brands reach new customers, increase sales, and grow their businesses. This includes many small and emerging brands, which have benefited from Instacart programs to help them break into — and compete in — a crowded industry.

5,500+ brand partners

Instacart works with more than 5,500 brand partners to help them reach new customers and grow their businesses.

15%+ sales increase from ads

On average, brands advertising on Instacart see a more than 15% sales increase — driving higher revenue and helping the companies grow.

30%+ sales increase for produce

For produce advertisers, the average sales lift has been even higher, eclipsing 30% on average.³³

³³Based on internal tests run across active advertisers in the quarter ended June 30 2023.



“As a smaller company without access to the same kind of capital as major CPGs, we don’t have millions to spend on ad campaigns. Instacart Ads unlocks the ability to run digital ads, test and learn on the platform, and connect with support resources.”



JOHN SORIAL

Founder and CEO, TaDah Foods

Emerging brands

Instacart announced a \$1 million commitment to support Black-owned emerging consumer packaged goods (CPG) brands in 2021 and more recently committed an additional \$1 million to support women-owned emerging brands.

250+ Black-owned and women-owned brands

Since launching the emerging brands initiative, over 250 Black-owned and women-owned emerging brands across 30 states have participated in the program, leveraging free advertising credits to reach new customers and grow their businesses.³⁴

“Platforms like Instacart help level the playing field for small brands like ours. When you’re at this stage, there’s not room in the budget for big out-of-home campaigns or celebrity partnerships. With Instacart Ads, we can closely track ROI to optimize our spend, and reach so many retailers and regions of the country.”

DENISE WOODARD

CEO, Partake Foods



³⁴ Data based on the U.S. and Canada. Identification as black or women-owned based on self-identification by the brand partner.



Looking Ahead

For more than a decade, we have been proud to support customers, shoppers, retailers and brands, and in turn, we have been thrilled to directly support job creation and economic growth in the communities we serve. As the leading grocery technology company in North America, we will continue building new products and technologies that deliver measurable, sustainable value for every member of the Instacart community.

Thank you to everyone who comes together every day through the Instacart platform to help deliver these economic impacts. We look forward to continuing to deliver value for all four sides of our marketplace while advancing our mission: to create a world where everyone has access to the food they love and more time to enjoy it together.

Press inquiries: press@instacart.com





HOW WE MEASURED INSTACART'S IMPACT:

Methodology & Data Sources

To describe and quantify Instacart's economic impact on all sides of the marketplace, Instacart leveraged various methods including commissioned independent research by NERA Economic Consulting; analysis of internal sales, ads, and shopper data; shopper and consumer surveys; and retailer, shopper, and customer testimonials. Details are provided for each section of the report: the grocery industry and small grocers, shoppers, customers, and food and consumer packaged goods (CPG) companies.

Instacart's Economic Impact on Grocers:

This section of the report includes data from a commissioned independent research study conducted by Dr. Robert Kulick of NERA Economic Consulting. Dr. Kulick utilized regression analyses to estimate employment and revenue impacts using three measures of Instacart adoption – Q1 2023 Instacart data for Instacart deliveries in a metropolitan statistical area (MSA), Gross Merchandise Value (GMV) in an MSA, and stores served by Instacart in an MSA. Due to data availability, Q1 2022 U.S. Census Bureau Quarterly Workforce Indicators (QWI) data was used for grocery employment by MSA. Dr. Kulick utilized similar modeling, with some modifications, to estimate Instacart's impact on small and medium size businesses or businesses with less than 250 employees.

Full study details can be found on the NERA Economic Consulting website.³⁵

³⁵<https://www.nera.com/publications/archive/case-project-experience/nera-study-finds-direct-causal-relationship-between-instacart-ad.html>.

Instacart's Economic Impact on Shoppers.

This section of the report includes analysis of internal shopper data and two shopper surveys. The number of shoppers on the platform is based on shoppers who completed at least one order during the month ended June 30, 2023. Average hours worked is based on the average hours shopped for the quarter ended June 30, 2023. Selected demographic results on gender, shoppers that are parents, and that 68% of shoppers report other income workstreams besides Instacart is based on an internal 15 minute shopper survey fielded May 24 - June 5, 2023 (n=3,089). Data has been weighted to ensure representativeness among shoppers.

As part of our continued effort to develop an even greater understanding of the shopper community, Instacart completed an additional national survey of shoppers from across the U.S. In 2022, we surveyed 2,010 shoppers February 9 – March 2, 2022 (margin of error: +2.2) to better understand what motivates them to shop with Instacart and what aspects of the experience they value most. The findings that 11% are college students, 60% are younger than 34, and 80% of shoppers choose Instacart for independence is based on that national shopper survey. Data has been weighted to ensure representativeness among shoppers.

Instacart's Economic Impact on Customers.

This section of the report includes analysis of sales data and a comparison of Instacart's coverage to external data on low income and low access areas (commonly referred to as food deserts). Percent of households reached is an Instacart estimate as of July 2023 based on the number of EBT SNAP households in areas serviced by EBT SNAP-enabled retailers on Instacart; EBT SNAP retailer banners and locations are for the quarter that ended June 30, 2023. The percent of households reached in food deserts is an Instacart estimate as of July 2023 based on the number of people living in food deserts per USDA Food Desert Research Atlas (2019) that are serviced by retailers on Instacart.

Instacart's Economic Impact on Food and CPG Brands.

This section of the report relies on internal sales and advertising data.

This report contains estimates and other statistical data made by independent parties and by us relating to our impact on customers, shoppers and partners. This data involves a number of assumptions and limitations, and therefore such estimates should not be given undue weight. All third party names and logos appearing in this presentation are trademarks of their respective owners, and our use hereof does not imply an endorsement by the owners of these trademarks or logos.

