

# Instacart at a glance

## ▶ Instacart sales performance

### 52 week sales

**\$22 Billion**  
+280%

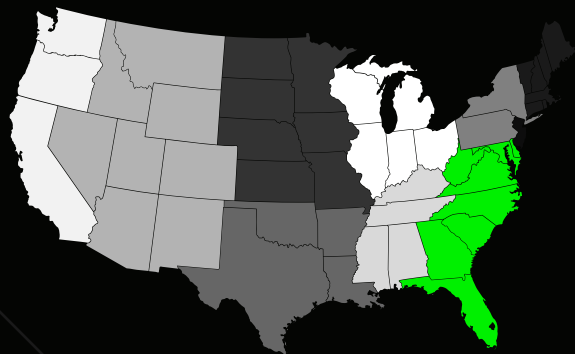
### Annual \$/buyer

**\$1,110**  
+48%

### \$/order

**\$115**  
+15%

## ▶ Divisional importance of Instacart sales



■ Pacific (2)	■ East North Central (9)	■ South Atlantic (1)
■ Mountain (8)	■ East South Central (9)	
■ West South Central (5)	■ Middle Atlantic (3)	
■ West North Central (7)	■ New England (6)	

## ▶ The Instacart shopper

Highest over-index vs. national e-commerce shopper

### 35-44

122

### \$150K+ income

112

### Black

108

## ▶ Instacart sales: top 10 merchants

Merchant	Sales	Year-over-year % change
<b>Costco</b>	\$3.4 B	387%
<b>Publix</b>	\$2.7 B	288%
<b>ALDI</b>	\$2.2 B	309%
<b>Wegmans</b>	\$1.4 B	289%
<b>Sprouts Farmer's Market</b>	\$1.1 B	311%
<b>Kroger</b>	\$1.1 B	215%
<b>Safeway</b>	\$608 M	221%
<b>H-E-B</b>	\$501 M	72%
<b>Ralphs</b>	\$437 M	222%
<b>Mariano's</b>	\$339 M	394%

Source: NielsenIQ Total Ecommerce Measurement powered by Rakuten Intelligence, 52 weeks ending 1/31/21 vs prior year

## Instacart sales tracking

# Quantify the Instacart effect on e-commerce sales

**Fill a competitive blind spot and take meaningful offensive or defensive actions.**

Instacart's popularity—and subsequently its sales—surged in 2020. Expansion of retail partnerships, support of new fulfillment options and an army of new Instacart workers grew the conglomerate's market foothold.

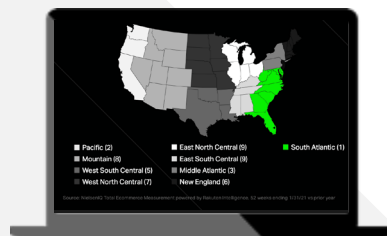
Data on Instacart's market performance can yield insight into the value of the partnership relative to other retailers, or the potential risk level of growing competition.

### What is it?

Make confident, informed and strategic business decisions based on actual Instacart sales measurement data, with additional breaks to view Instacart sales by regions/major markets, individual merchant sales and demographics.

### Key benefits

- Refine geographic-targeted marketing to capitalize on or stay ahead of Instacart's regional strengths.
- Assess the sales and growth of competitors that also use Instacart to adjust your strategy or capitalize on opportunities.
- Understand the drivers behind Instacart's performance with insight on buyer and spend metrics.



**For more information about NielsenIQ Instacart sales tracking, contact your NielsenIQ representative.**

