



August 2022

Instacart is the leading grocery technology company that works with grocers and retailers to transform how people shop. Our mission is to create a world where everyone has access to the food they love and more time to enjoy it together.

Our Customers

Millions turn to Instacart to get the groceries and essentials they need from the retailers they love.

This includes busy families as well as the elderly and other high-risk individuals – such as those with health and mobility challenges – who count on Instacart to access food, medications, and other essentials.

Our Retail Partners

We create innovative technologies that help grocers and retailers thrive and support their local communities. To date, Instacart has helped grocers increase revenue by more than **\$6.4 billion** and add more than **186,000** grocery jobs—from cashiers to bakers to deli workers.¹

We partner with 800+ retail banners, including:

- National brands like Albertsons, Costco, Kroger, Loblaws, Publix and Wegmans
- Smaller specialty chains like Eataly, H Mart and Cardenas Markets
- Local favorites like The Fresh Market, Save Mart, Piggly Wiggly and Morton Williams
- Beloved retailers like Staples, Best Buy, Sephora, Michaels and Dollar Tree

Instacart pioneered the retailer onboarding process for EBT SNAP online ordering with the U.S. Department of Agriculture, helping SNAP beneficiaries access fresh food and pantry staples across our marketplace. More than two-thirds of food insecure individuals in the U.S. can now access grocery delivery using SNAP benefits via Instacart.

“ Our partnership with Instacart and the expansion of our e-commerce options are more ways we are meeting the growing needs of today’s shopper.”

Jason Hart, CEO of ALDI U.S.

more than
60 retailers
spanning
8,000+ stores

now accept EBT SNAP payments via Instacart



90%

Instacart’s platform is available to over 90% of households in the U.S. and Canada.

70 k+

Customers can order from over 70,000 stores across the U.S. and Canada.



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

The Instacart Shopper Community

The Instacart shopper community has **600,000+ shoppers** across the U.S. and Canada.² By picking, packing and delivering for customers, they play a vital role in helping families access fresh groceries and other essentials.

The Instacart shopper experience is designed to be flexible. Shoppers choose Instacart as a flexible way to increase their income, earn on their own terms, and support their local communities.



70%
of Instacart shoppers are women



Most shoppers use Instacart less than
10 hours per week



76%
of shoppers say the ability to be their own boss and set their own hours are the main reasons they shop

As a company, we strive to provide shoppers the same level of support and commitment they give to customers. We are continually building new features shoppers want, investing in more support and recognition, and making impactful policy changes — all based on direct shopper feedback.

Learn more about our commitment to shoppers at [instacartcommitments.com](https://www.instacart.com/commitments).

“

I love shopping with Instacart because I can earn as much money as I need for the week and work around my kids' schedule. It's very rewarding.”

Janine L. | Shopper, New York



Our Commitment

We believe everyone should have access to healthy, nutritious food. Many of our social impact, research and advocacy programs aim to identify and remove barriers to food access and nourish communities experiencing nutrition insecurity.

Since 2019, Instacart has:

- Donated 10 million+ meals to communities affected by food insecurity and natural disasters
- Hosted local listening sessions on nutrition insecurity in 5 cities across the country
- Launched partnerships with nonprofits like Feeding America, No Kid Hungry, World Central Kitchen, and Boys and Girls of Club of America to combat nutrition insecurity and support vital research
- Joined the Alliance to End Hunger, Tufts University's Food & Nutrition Innovation Council, and Milken Institute's Feeding Change Initiative and Food is Medicine Task Force
- Partnered with local nonprofits across the country, including the Food Bank of New York, the Los Angeles County Food Equity Roundtable, Food Lifeline (Washington), DC Central Kitchen, and many more.

Did You Know?

Instacart launched a \$1 million advertising initiative to support Black-owned consumer packaged goods (CPG) brands³ and another \$1 million initiative to help women-owned CPG brands⁴ grow and reach new customers.

2. As of December 2021.

3. <https://www.instacart.com/company/pressreleases/instacart-announces-new-1-million-advertising-initiative-to-support-black-owned-brands-on-the-instacart-marketplace/>

4. <https://www.instacart.com/company/pressreleases/instacart-expands-advertising-initiative-to-support-women-owned-brands/>