

Instacart is the North American Leader in Online Grocery Delivery

Instacart's scale enables us to **provide fast delivery** and gives customers the **ability to build their full basket**

5.5k+

Cities

500k

Dedicated Shoppers

85%+

Available to US Households

400+

Retail Partners

30k

Stores

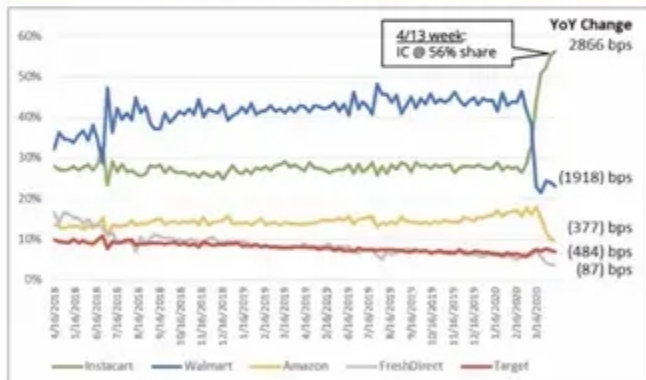
65%+

US Grocery Sales Represented



US Online Grocery National Market Share

National Online Grocery Market Share



National Online Grocery Market Share: Delivery Only



Who Instacart consumers are



- **84%** female
- **41%** of customers have children in the household
- **56%** live in suburbs, **34%** in urban areas
- #1 reason for trying Instacart is **convenience**
- Consumers look to **build their entire basket** on Instacart to avoid a trip to the store

How customers use Instacart

20+

Pages

opened or "browsed"
on average per session

18.5

Searches

Average product
searches per order

\$92

Basket Size

Average gross
merchandise value
per order

17

Items

Average number of
items per order

1.3

Weekly Orders

Average number of
orders per week

Brands learn about their online performance through first party data from Instacart



Assortment



Distribution



Sales



Category

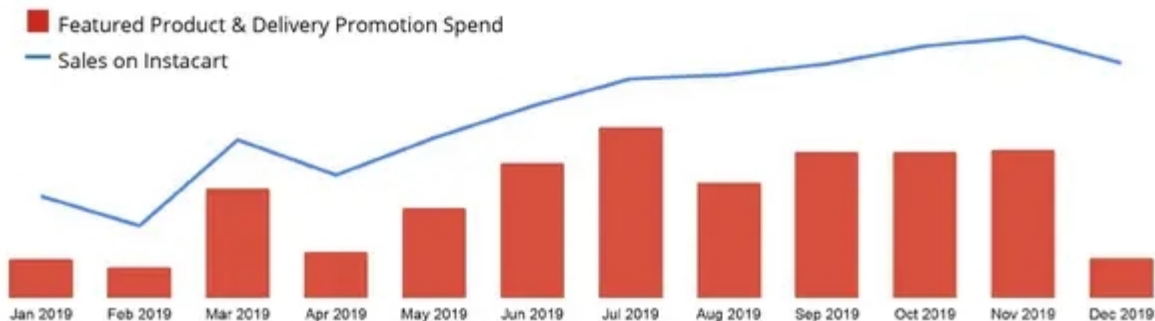


Order



Customer

Instacart provides custom closed loop reporting



Year End vs YAGO	\$ Sales	Unit Sales	Deliveries	Spend per Customer	Units per Customer	Deliveries per Customer	Spend per Delivery	Units per Delivery
Current	\$45.6M	10.3M	6.2M	\$21.46	4.9	2.9	\$7.34	1.7
Year Ago	\$23.8M	5.2M	3.2M	\$19.94	4.4	2.7	\$7.33	1.6
% Change	91.5%	96.5%	91.2%	\$1.52	0.5	0.2	\$0.01	0.1

Featured Product: Put your products in front of customers throughout the entire shopping experience

While Browsing



Home Page



Department

While Searching



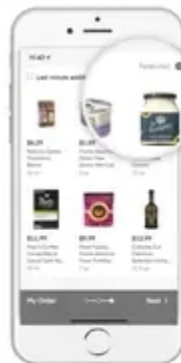
Search

Note that this view is zoomed out



Item Details

Personalized After Ordering



Post Checkout



In "Your Items"

Featured Product: Benefits

Ensure your products are displayed where customers are looking

Search is Foundational

17+ searches happen per order

Top Rows = Prime Shelf Space

70% of conversions from search
take place in the first row (*88% in first three rows*)



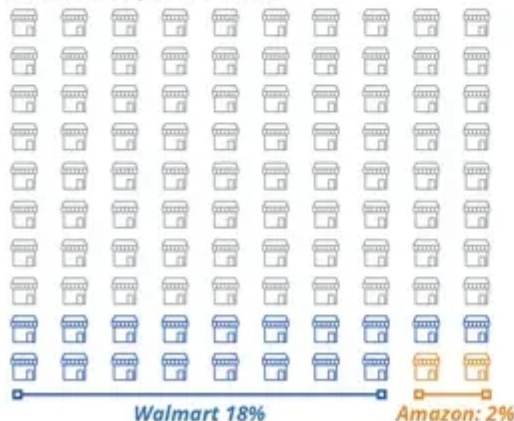
Fragmented industry requires a comprehensive strategy

80% of grocery shopping occurs outside of Walmart & Amazon

96% of customers who haven't tried online grocery would pick a store they already shop from

US Total Grocery Gross Transaction Value = \$838B

Each store icon represents \$8B in GTV



How does Instacart work: Adding Items to Cart

- Over time, consumers become more reliant on their personalized list of previously purchased items
- By a customer's 10th order, **25% of all conversions are from the "Your Items" aisle**

