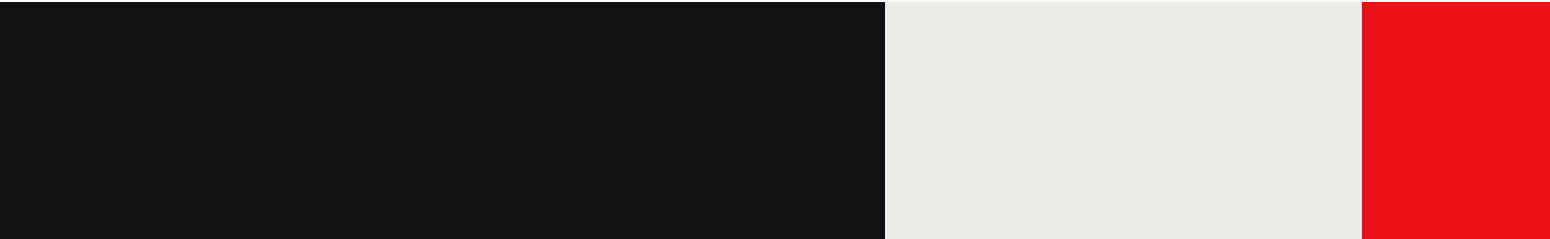



Instacart accounts for 1 in 5 US grocery ecommerce sales, but its share is decreasing

Article

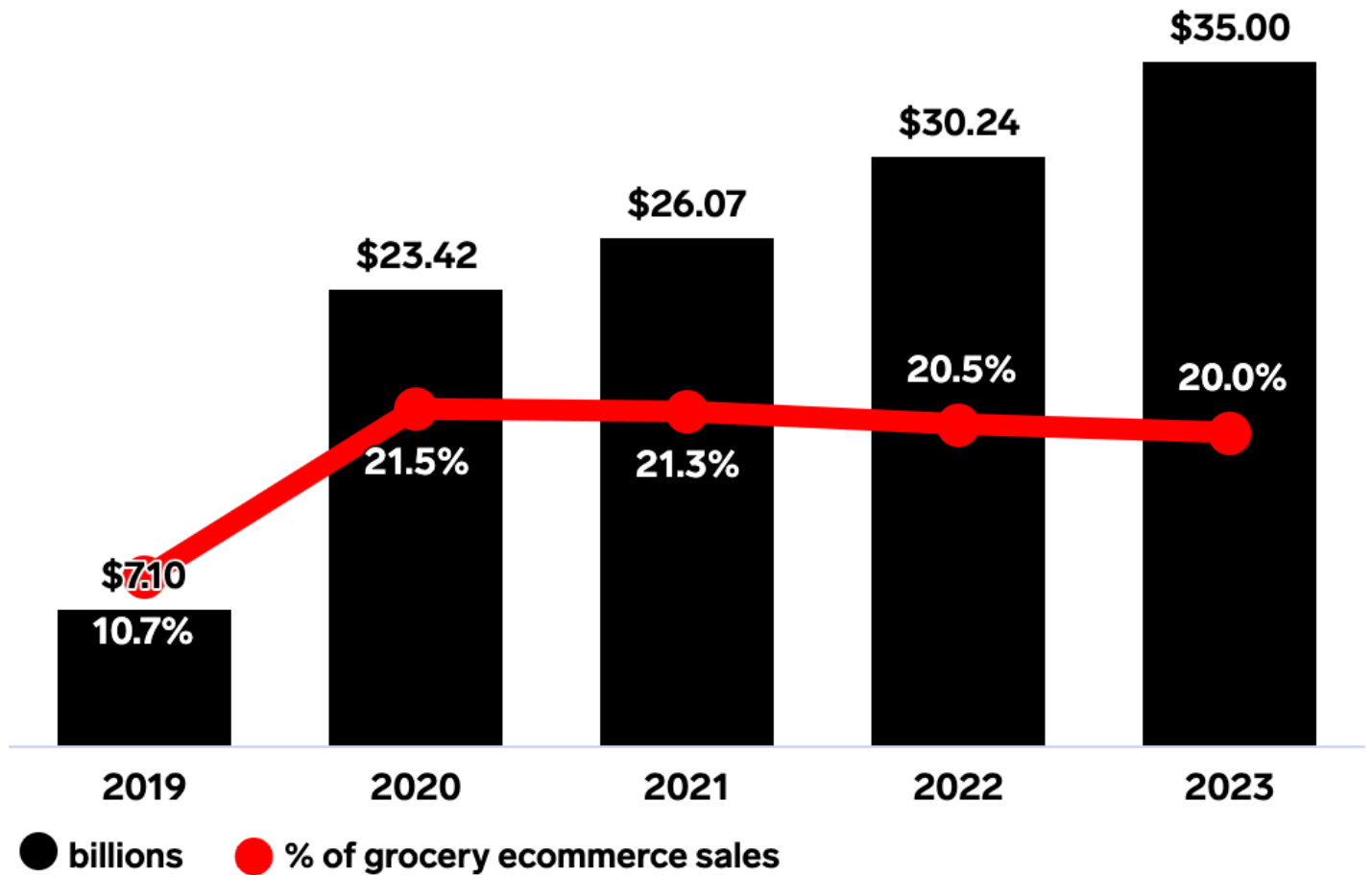


The forecast: Instacart's growth exploded in 2020, with sales increasing by **229.7%** over 2019, for a total of **\$23.42 billion**. But by the end of 2021, the grocery delivery company's

sales will grow by a comparatively small 11.3%, which is in line with market norms.

Instacart Grocery Sales

US, 2019-2023



Source: eMarketer, August 2021

eMarketer | InsiderIntelligence.com

More on this:

- Instacart is expected to continue showing strong growth over the next two years, rising to **\$35.00 billion** in sales by 2023, but its share of the overall grocery ecommerce market will

drop slightly from **21.3%** to **20.0%** over this time, and its share of the grocery delivery intermediary market will drop from **84.2%** in 2020 to **68.2%** in 2023.

- Overall, online grocery sales will make up just **9.6%** of total grocery sales in 2021, but **online grocery shopping is here to stay**.
- As reported in our **analyst note** on emerging retail and ecommerce trends, "**digitization will reshape grocery's traditionally analog retail value chain**. An industry once dominated by large CPG [consumer packaged goods] brands using demographic-targeted TV ads and tightly controlled distribution in physical stores is now heavily influenced by digitally native companies like **Amazon, Instacart, and DoorDash**."

Looking ahead: Retailers that do not work with Instacart, such as Walmart and Amazon, are growing their grocery market shares and outpacing Instacart—while large grocers that do work with Instacart, like **Albertsons**, are partnering with DoorDash and Uber Eats in an effort to diversify their online businesses. **Instacart will lose share in the online grocery shopping market as retailers seek to diversify their online experiences.**