



Instacart, the leading grocery technology company in North America, works with grocers and other 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.

We're proud to partner with more than **2,200 national, regional, and local retail banners** to facilitate online shopping, delivery and pickup services from nearly **100,000 stores across the U.S. and Canada**. Instacart enables approximately 600,000 shoppers to earn income flexibly on their own schedules.

Our Customers

Millions count on Instacart to access groceries and essentials from the retailers they love—from busy families managing weekly shops to individuals with mobility challenges. **For many, it's not just convenient; it's essential.**

Instacart is committed to helping households across the income spectrum access affordable groceries and essentials. Our platform is built around flexible, low-cost options designed to reduce barriers to access including an **industry-low \$10 delivery minimum** — making on-demand grocery delivery accessible to budget-conscious consumers.

Instacart reaches **98% of U.S. households** — including 98% of those enrolled in SNAP. We offer EBT SNAP payments from nearly **180 retail banners** and over **30,000 stores nationwide**.

Our Retail Partners

Instacart is a growth engine for retailers — especially small and independent grocers, the backbone of local communities. We help them compete in a changing grocery economy by bringing their stores online, expanding their reach, and supporting local job creation.

- Since launching in 2012, Instacart has helped U.S. brick-and-mortar grocers increase revenue by **\$22.5 billion** and create **over 237,000 additional grocery jobs**— from managers to cashiers, bakers to deli workers.
- We're proud to champion small and medium-sized grocers. Instacart has helped small grocers increase their revenue by **\$7 billion** by helping them bring their businesses online, reach new customers, and increase their sales.

“For me, Instacart is so much more than grocery shopping. Five years ago, I got sick with a chronic illness...overnight my life, my body, my capacity drastically changed. Instacart is absolutely an essential service.”



JESS
Instacart Customer,
Washington, D.C.

The Instacart Shopper Community

The Instacart shopper community includes approximately **600,000 shoppers**, who pick, pack and deliver fresh groceries directly to customers.

Shoppers are independent contractors who choose Instacart as a flexible way to increase their income, earn on their own terms, and support their local communities. Since our company was founded, Instacart shoppers have earned more than **\$24 billion**¹ on the platform.

Who are shoppers?



61% of Instacart shoppers are women.²



On average, shoppers choose to work less than 10 hours per week on Instacart.³



75% of shoppers say they choose to work with Instacart specifically because of the minute-to-minute flexibility it provides.

“The most satisfying thing about shopping with Instacart is helping people get the food, medicine, and other things that they need. It doesn’t feel like work. It just feels like I’m helping people in my community.”



MICHAEL
Instacart Shopper,
Queens, NY

Impact on Communities

At Instacart, we believe everyone should have access to nutritious food. We’ve worked to bridge the gap between food access and health outcomes by leveraging our technology, partnerships, research, and advocacy to tackle nutrition insecurity.

- **Brought SNAP online nationwide:** Instacart was the first online grocery marketplace to enable SNAP payments in all 50 states and Washington, D.C., helping millions of families access nutritious food more easily.
- **Leveraging our technology to expand food access:** Through partnerships with local governments, including Montgomery County, Maryland, and Columbia, South Carolina, we’re using our technology to unlock grocery delivery for food-insecure families.
- **Supporting food banks and local nonprofits:** We’ve partnered with more than 300 food banks nationwide to power Community Carts, making it easy to donate essential items delivered by Instacart shoppers — including over 200,000 items to families impacted by the 2025 LA wildfire emergency.
- **Expanding nutritious meals:** Instacart and Partnership for Healthier America have connected families to 10 million servings of produce, facilitating the delivery of fruits and vegetables to more than 17,000 people in 12 cities through their signature Good Food at Home nutrition security program.
- **Supporting veterans, active duty service members, and their families:** Instacart is proud to partner with the Military Family Advisory Network and Blue Star Families to support their efforts to fight hunger in the military community.

1. As of Q2 2025.
2. Based on a July 2025 national survey of shoppers.
3. Average hours per week and time spent shopping for the quarter ended June 30, 2025. Based on shoppers in the U.S. and Canada.