

Will Instacart keep eating up grocery share?

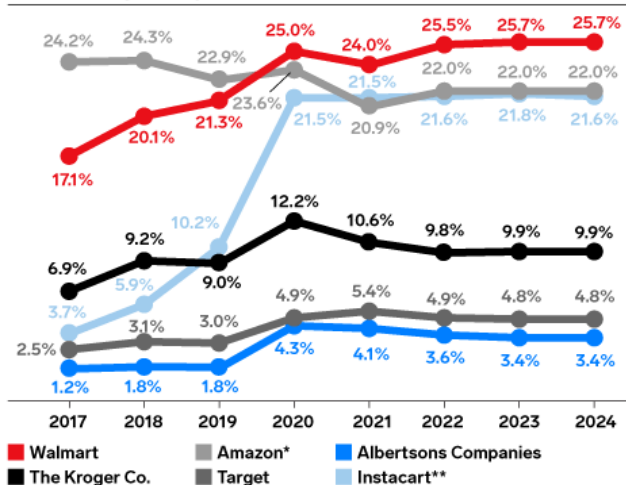
Article

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Instacart jumped from **10.2%** of US digital grocery sales in 2019 to **21.5%** in 2020, taking over share as people pivoted to online grocery deliveries. **Walmart** has had the highest digital grocery share since 2020, which put it in good shape this past earnings season when consumers cut back on superfluous spending and sought grocery savings.

US Digital Grocery Sales Share, 2017-2024

% of total grocery ecommerce sales



Note: represents the gross value of grocery products sold on the retailer site (browser or app), regardless of the method of payment or fulfillment; includes delivery and pickup, and sales from third-party delivery services; excludes fuel; *includes Amazon Fresh, Amazon Pantry, and Whole Foods delivery and pickup; includes direct and marketplace sales; **sales of grocery products ordered via Instacart's site/app; excludes taxes and tips
Source: eMarketer, Aug 2022

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Beyond the chart: Instacart, Walmart, and most of the major players have maintained a steady share since 2020, even as digital grocery sales and penetration both rise. Ecommerce will make up **more than 10%** of grocery retail for the first time next year.

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Methodology: Estimates are based on the analysis of data from US Department of Commerce, estimates from other research firms, historical trends, reported and estimated revenues from major online retailers, consumer online buying trends, and macro-level economic conditions.