Sara Lebow

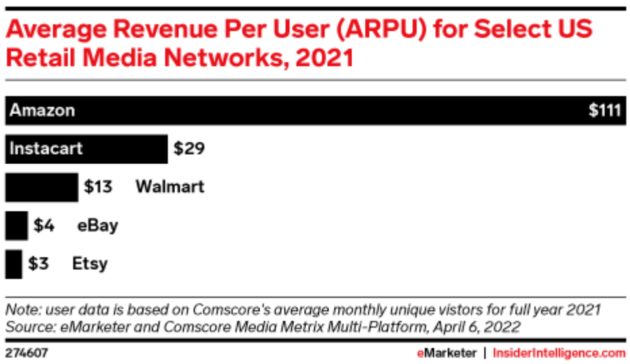
Amazon dominates retail media ad revenues, but Instacart looms large

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

In 2021, Amazon's US average revenue per user (ARPU) for its retail media network was nearly **4 times** that of Instacart and close to **9 times** that of Walmart.

Beyond the chart: As inflation and supply chain issues continue to compound, digital ad revenues can help retailers and marketplaces bolster the bottom line amid slowing ecommerce growth. In Q1 2022, **Amazon**'s ad revenues grew **25%** year over year and exceeded those of its physical stores—and at a much higher margin, per its earnings release. **Instacart**, on the other hand, may boast much less ARPU than Amazon, but the delivery platform's high rank shows it is successfully diversifying its revenues as other providers swarm into the grocery delivery space.



More like this:

- Report: Retail Media Networks Perception Benchmark 2022
- Article: How retail media markets in China and the US compare
- Article: Walmart, Kroger continue to invest in their retail media networks