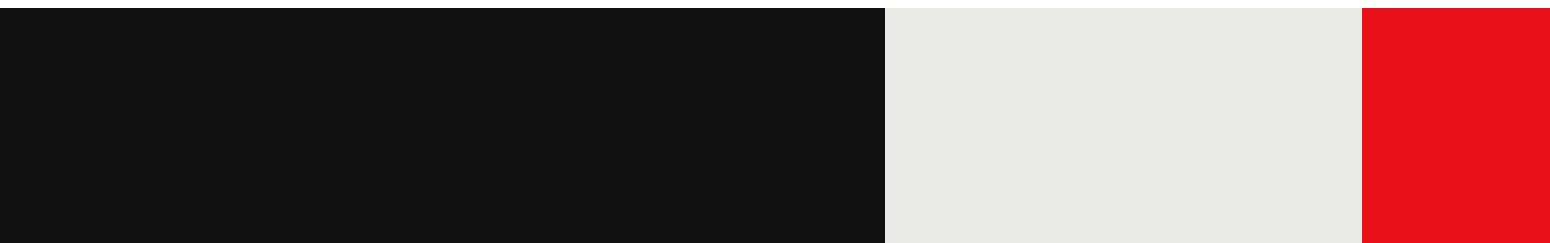



# Rapid grocery's rollercoaster 2022: a timeline

Article



**The look back:** Perhaps no other category this year has had higher highs or lower lows than rapid grocery. From blockbuster funding rounds to layoffs and bankruptcies, rapid grocery startups have had to weather rapid shifts in investor confidence and consumer behavior. Now, a sector once teeming with players has been winnowed down to a handful of companies.



# A rollercoaster 2022

Mar

3

**Gopuff** launches in France after acquiring rapid delivery startup **Dija** the previous year to ease its entry.

17

**Buyk** files for bankruptcy after Russia's invasion of Ukraine cut off the startup's access to funding.

Also on this day: **Getir** announces \$768 million in Series E funding, at a valuation of \$11.8 billion.

29

Gopuff starts laying off 3% of its workforce, over 400 workers, in a bid to rein in costs.

May

11

**Jokr** launches a retail media network as a last-ditch attempt to shore up revenues.

24

**Gorillas** says it will lay off roughly 300 employees and exit four markets—Italy, Spain, Denmark, and Belgium—as it tries to find a "clear path to profitability."

Jun

19

Jokr pulls out of the US to focus on its Latin America business after failing to grow market share.

Jul

12

grow market share.  
Gopuff announces another round of layoffs—this time affecting 10% of the company—and the closure of 76 warehouses.

Oct

6

Gopuff partners with **Grubhub** to add thousands of its convenience items to the Grubhub Marketplace, broadening its audience significantly.

Gopuff also announces a new private label health and wellness brand Goodnow, joining the company's line of vegan snacks and household essentials.

11

Bloomberg reports that Getir is in advanced talks to acquire Gorillas.

Dec

09

Getir finalizes the Gorillas acquisition in a deal that values the latter at \$1.2 billion, significantly less than its previous \$3 billion valuation.

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**Looking ahead:** The biggest threat rapid grocery startups face—besides the prospect of running out of money—is competition from DoorDash and Uber, both of which are effectively leveraging their scale and resources to grow their presence in the category. The two

companies also benefit from having an existing, highly loyal user base, as well as the ability to deliver items beyond grocery.

To stay alive, the remaining slate of rapid grocery startups are throwing everything at the wall, including [launching their own private labels](#), partnering with other delivery platforms, and [opening their dark stores](#) up to shoppers. But these initiatives are unlikely to relieve the cost pressures underlying the rapid delivery model.

Amid market uncertainty, it's clear that quick commerce startups will have to change up their model significantly to stay alive.

*This article originally appeared in Insider Intelligence's **Retail & Ecommerce Briefing**—a daily recap of top stories reshaping the retail industry. [Subscribe](#) to have more hard-hitting takeaways delivered to your inbox daily.*

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