

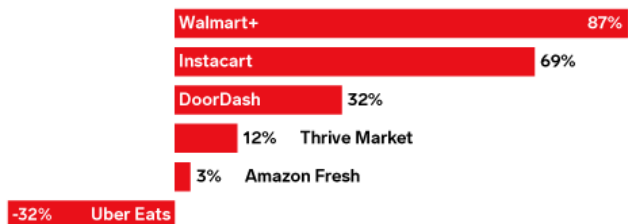
Walmart+ outpaces Instacart, DoorDash, Amazon Fresh in ad spend

Article

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US Grocery Delivery Brand Ad Spending Growth, Jan-Sep 2023

% change vs. same period of prior year



Source: MediaRadar as cited in blog post, Nov 1, 2023

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Insider Intelligence | eMarketer

Key stat: Walmart+ increased the money it spent on advertising by 87% between January and September 2023 as compared with the same time period in 2022, per MediaRadar.

Beyond the chart:

- **Walmart+, Instacart, and DoorDash** spent a combined \$458 million on advertising during that time period, accounting for 79% of total adspend from grocery delivery services, per MediaRadar.
- Total US digital ad spend will increase 13.6% in 2024 to reach \$306.94 billion, per our forecast.
- Display advertising will make up more than half (56.2%) of total digital advertising next year, per our forecast. Search will make up a slightly smaller piece of the pie at 41.7%.

Use this chart:

- Compare ad spend across grocery delivery brands.

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