

DIGITAL & TRENDS

# Instacart Ads

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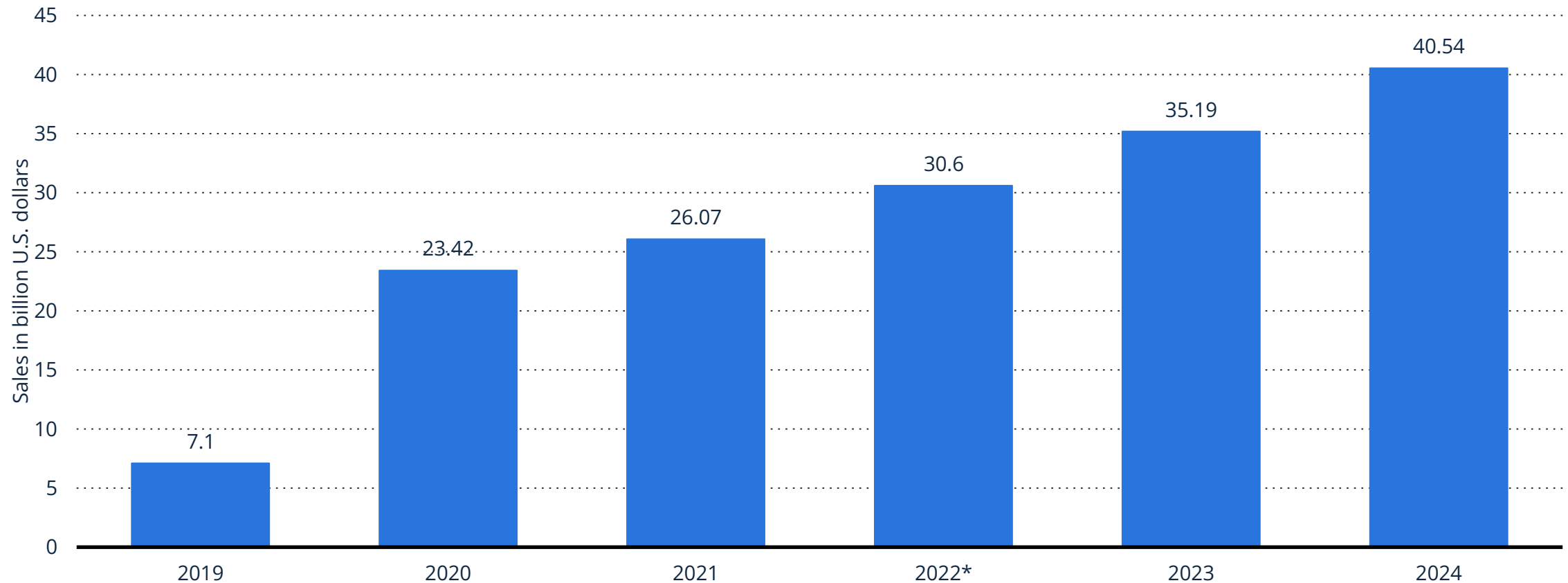
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CHAPTER 01

# Overview

# InstaCart grocery e-commerce sales in the United States from 2019 to 2024 (in billion U.S. dollars)

InstaCart online grocery sales in the U.S. 2019-2024

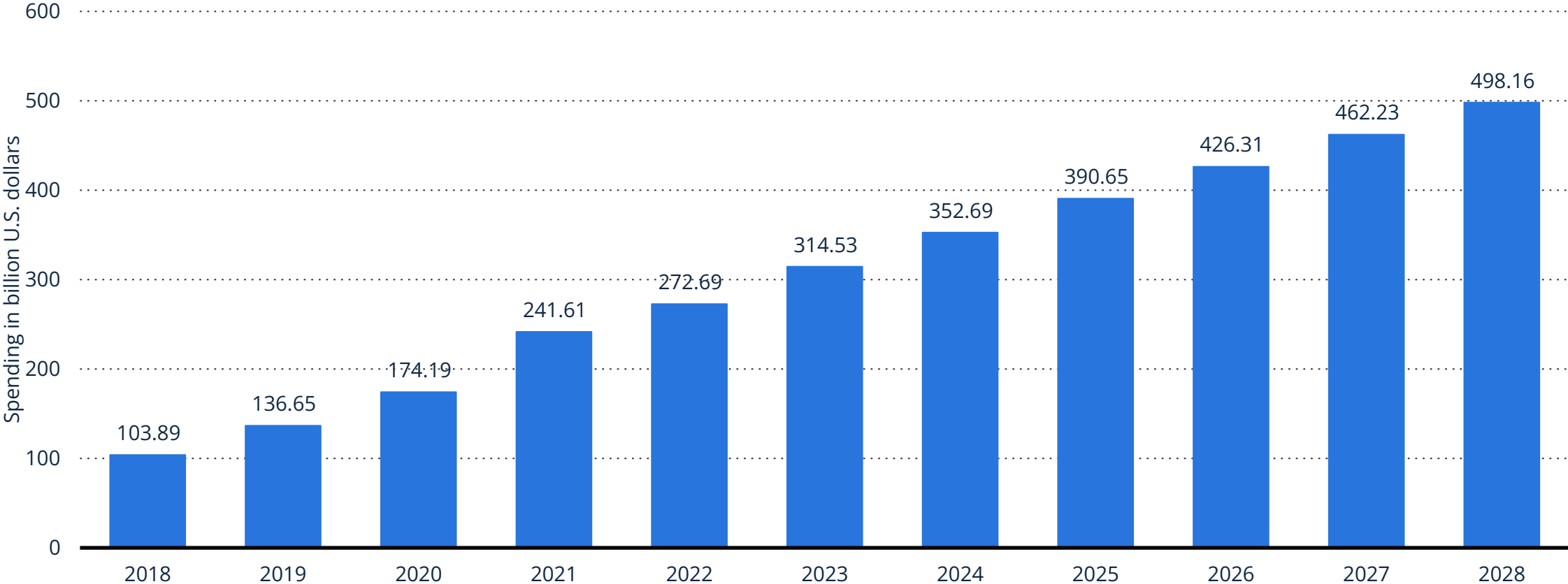


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**Description:** After threefold growth from 2019 to 2020 due to the coronavirus pandemic, InstaCart's annual sales are expected to increase at a much slower pace in the United States. In 2021, the grocery delivery service generated about 26 billion U.S. dollars in sales. By 2024, the company's sales in its home market could reach 40.5 billion U.S. dollars. [Read more](#)  
**Note(s):** United States; 2019 to 2021; \* From this year onwards, the figures are forecasts. According to estimates from August 2022. [Read more](#)  
**Source(s):** eMarketer; The Dallas Morning News

# In-app advertising spending worldwide from 2018 to 2028 (in billion U.S. dollars)

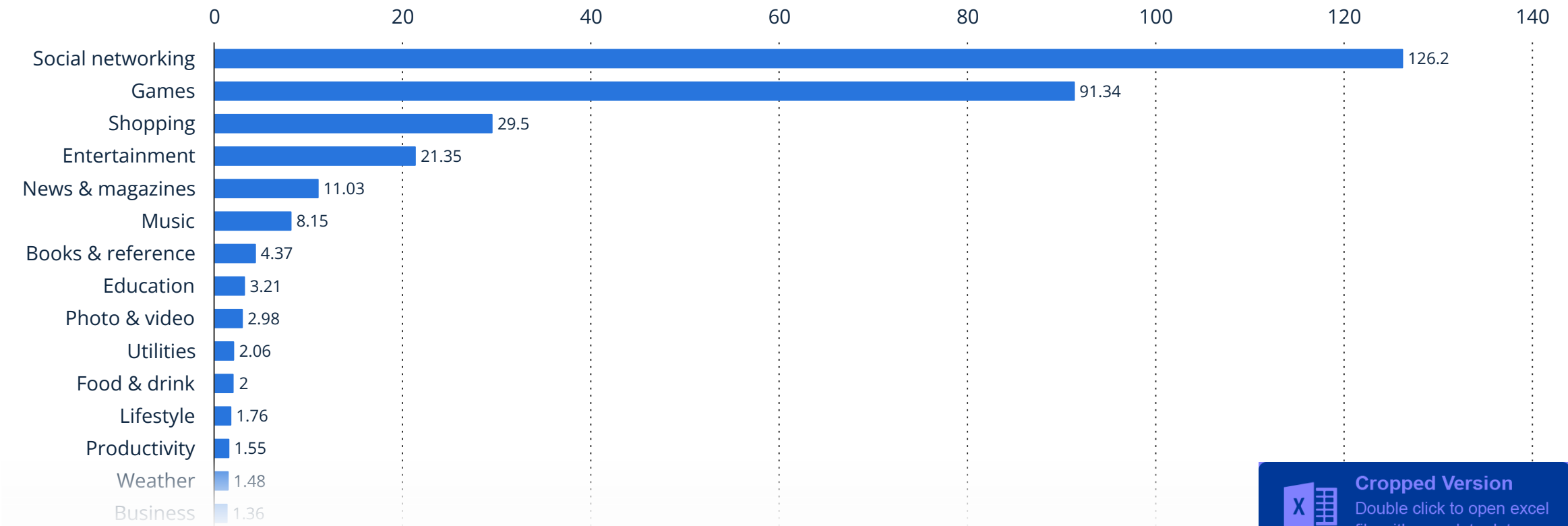
In-app advertising spending worldwide 2018-2028




# In-app advertising spending worldwide in 2023, by industry (in billion U.S. dollars)

In-app advertising spending worldwide 2023, by industry

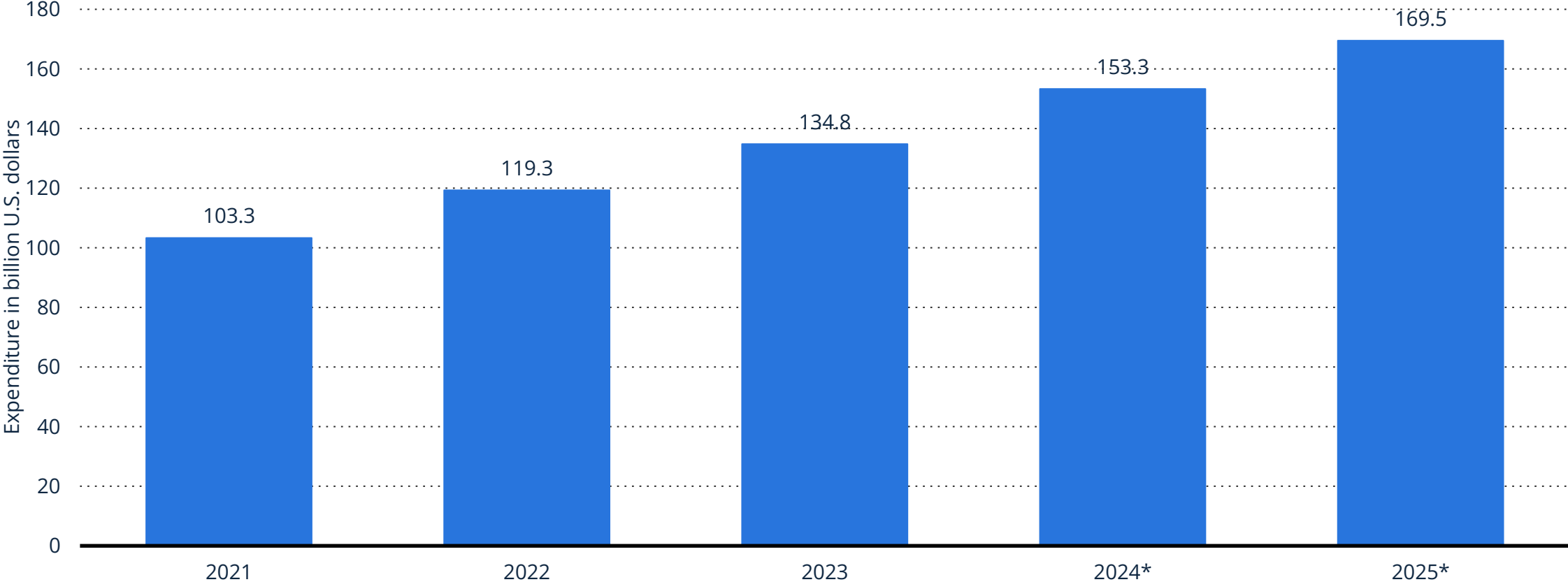
Spending in billion U.S. dollars



 **Cropped Version**  
Double click to open excel file with complete data

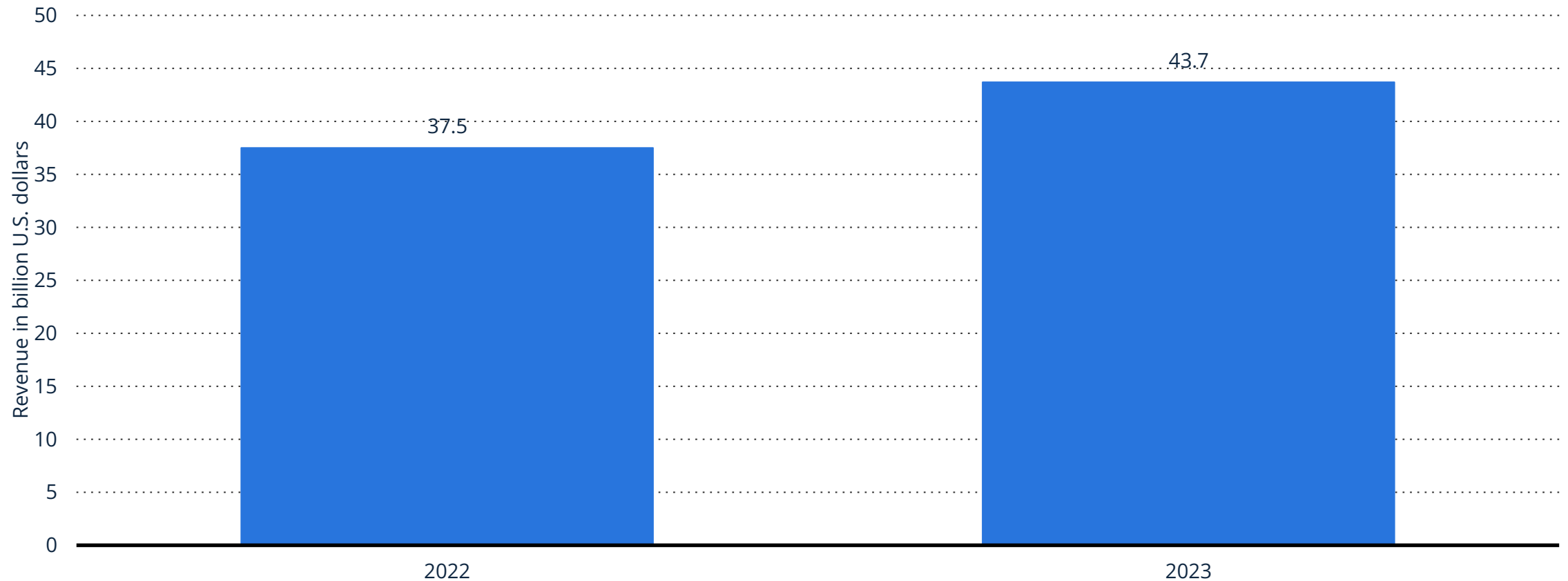
# Digital retail media advertising expenditure worldwide from 2021 to 2025 (in billion U.S. dollars)

Digital retail media ad investment worldwide 2018-2028



# Digital retail media advertising revenue in the United States in 2022 and 2023 (in billion U.S. dollars)

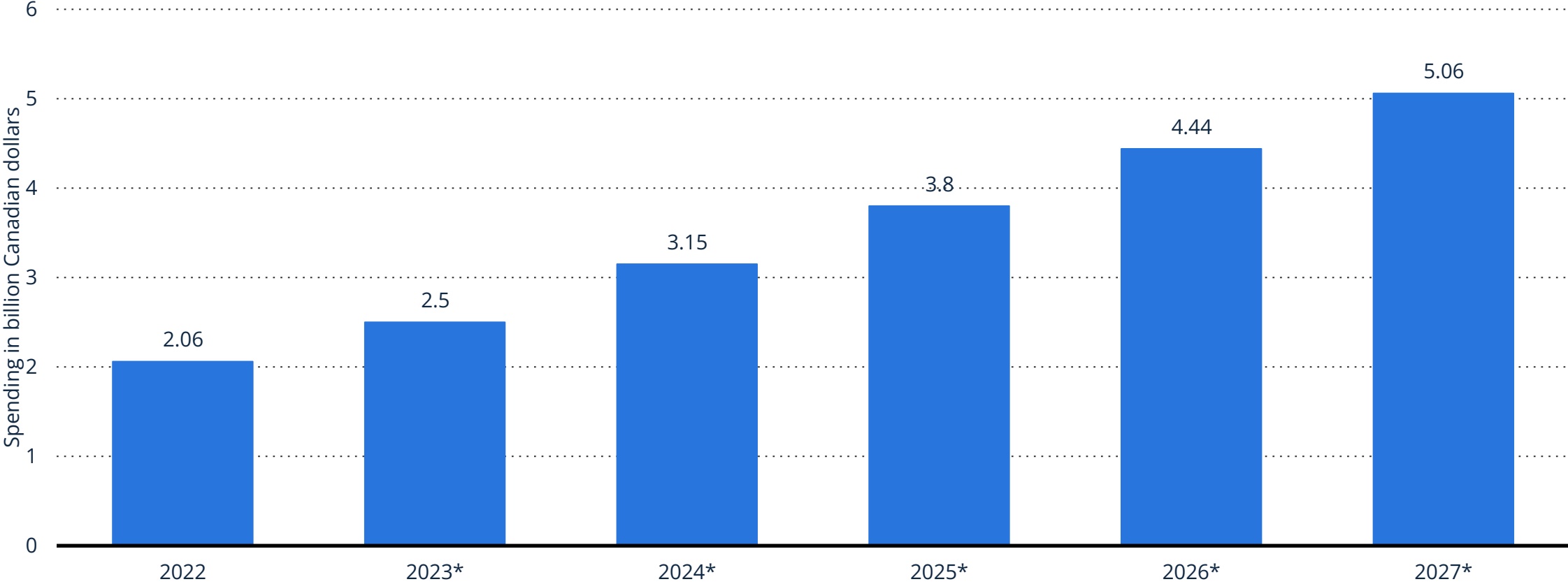
Digital retail media ad revenue in the U.S. 2022-2023





# Retail media advertising spending in Canada from 2022 to 2027 (in billion Canadian dollars)

Retail media ad spend in Canada 2022-2027

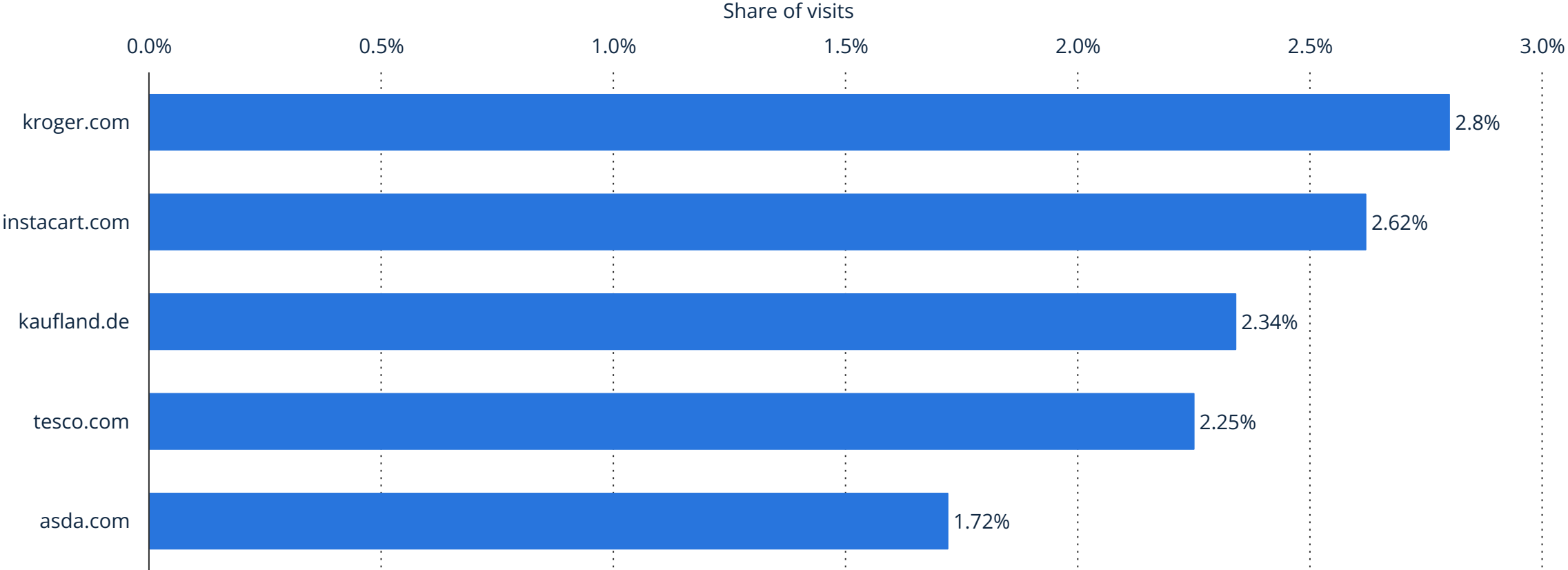


CHAPTER 02

# Competitors

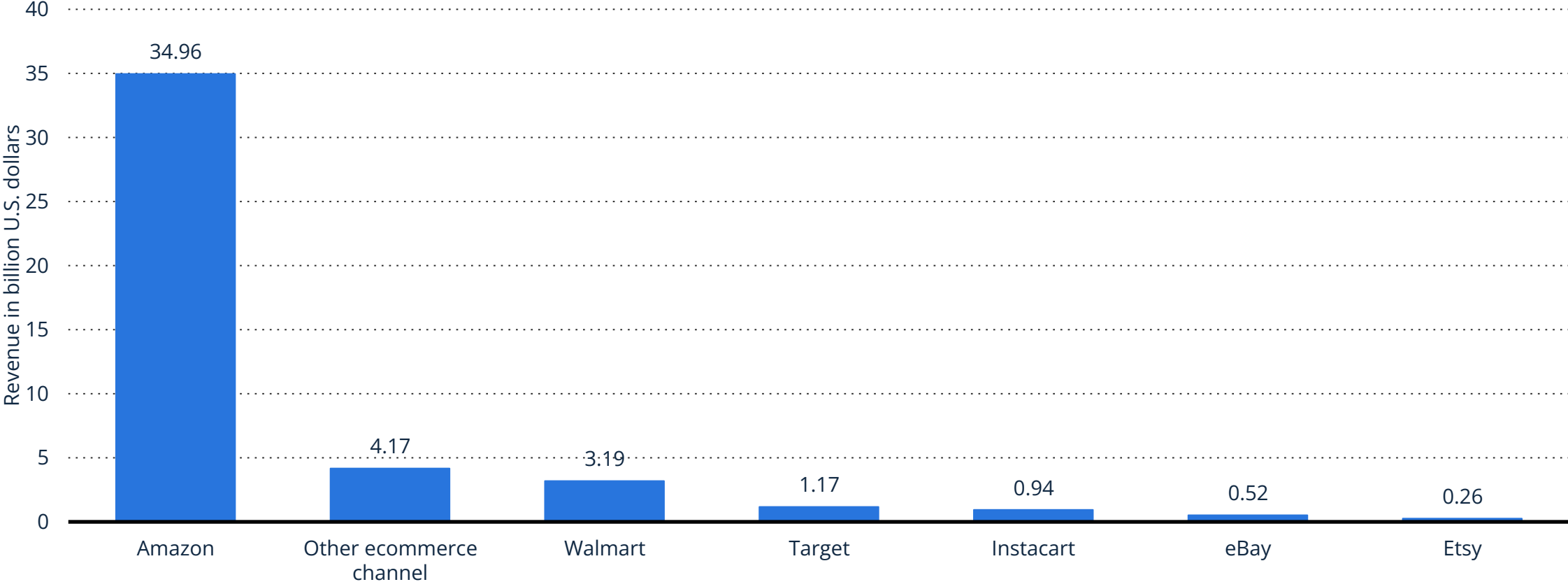
# Most popular groceries websites worldwide in December 2023, based on share of visits

Leading groceries websites worldwide 2023, based on visit share



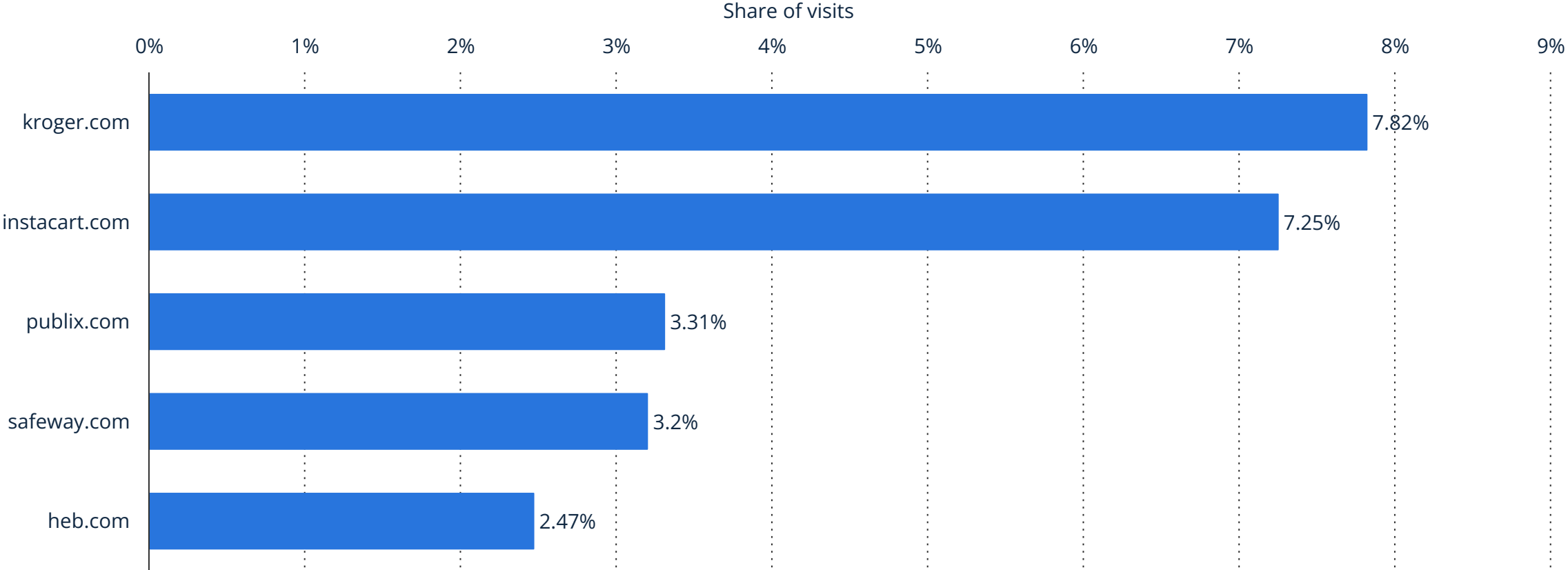
# Ecommerce platforms with highest digital retail media advertising revenues in the United States in 2023 (in billion U.S. dollars)

Retailers with highest ad revenues in the U.S. 2023



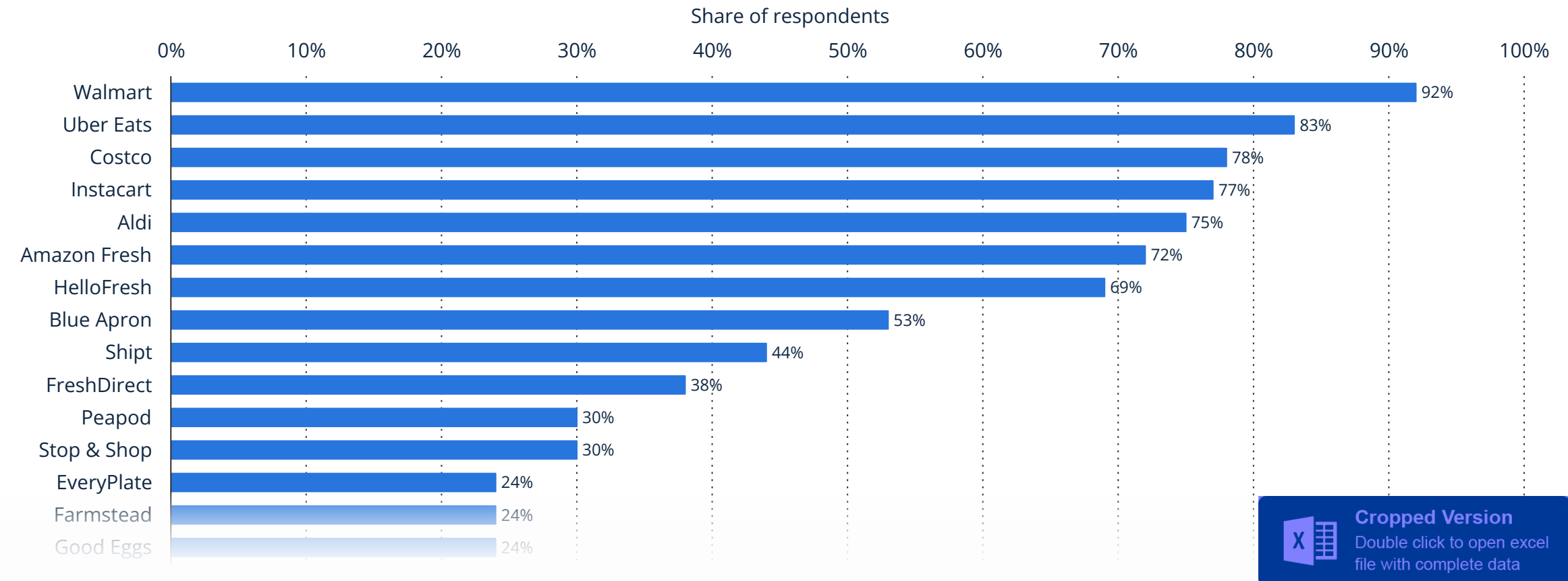
# Most popular groceries websites in the United States in December 2023, based on share of visits

Leading groceries websites in the U.S. 2023, based on visit share



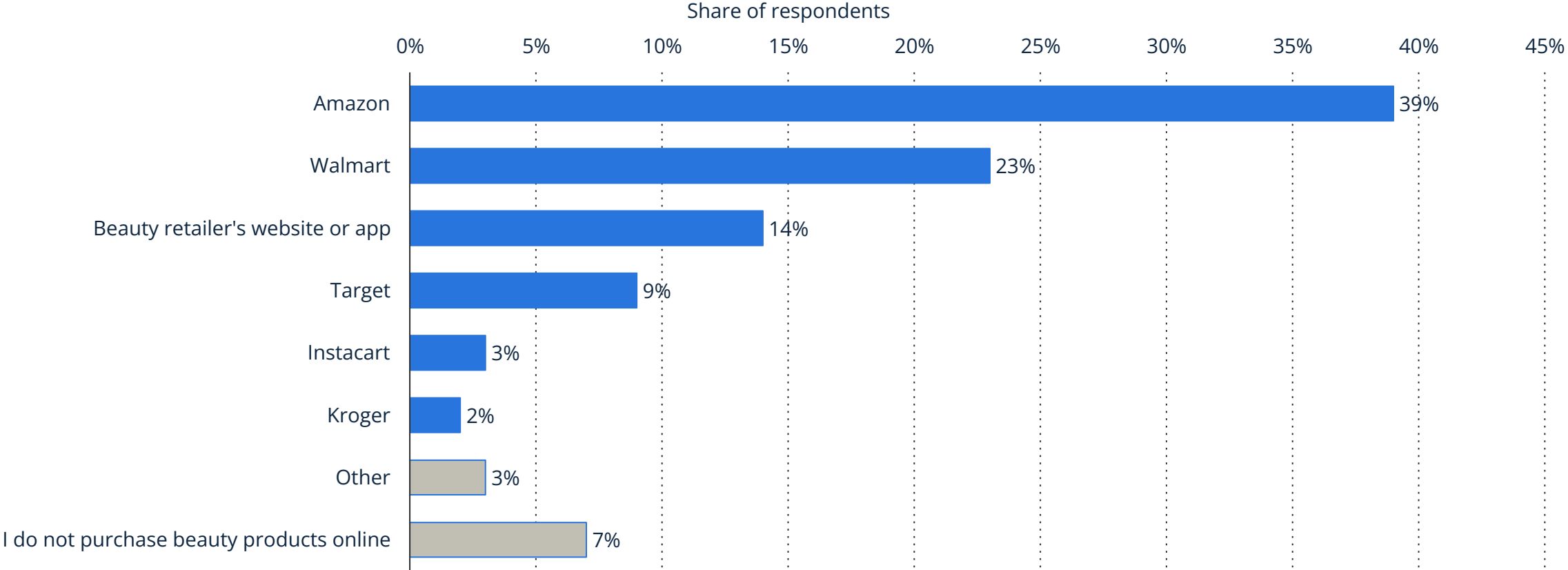
# Leading online grocery delivery brands ranked by brand awareness in the United States in 2023

Most well-known grocery delivery brands in the United States 2023



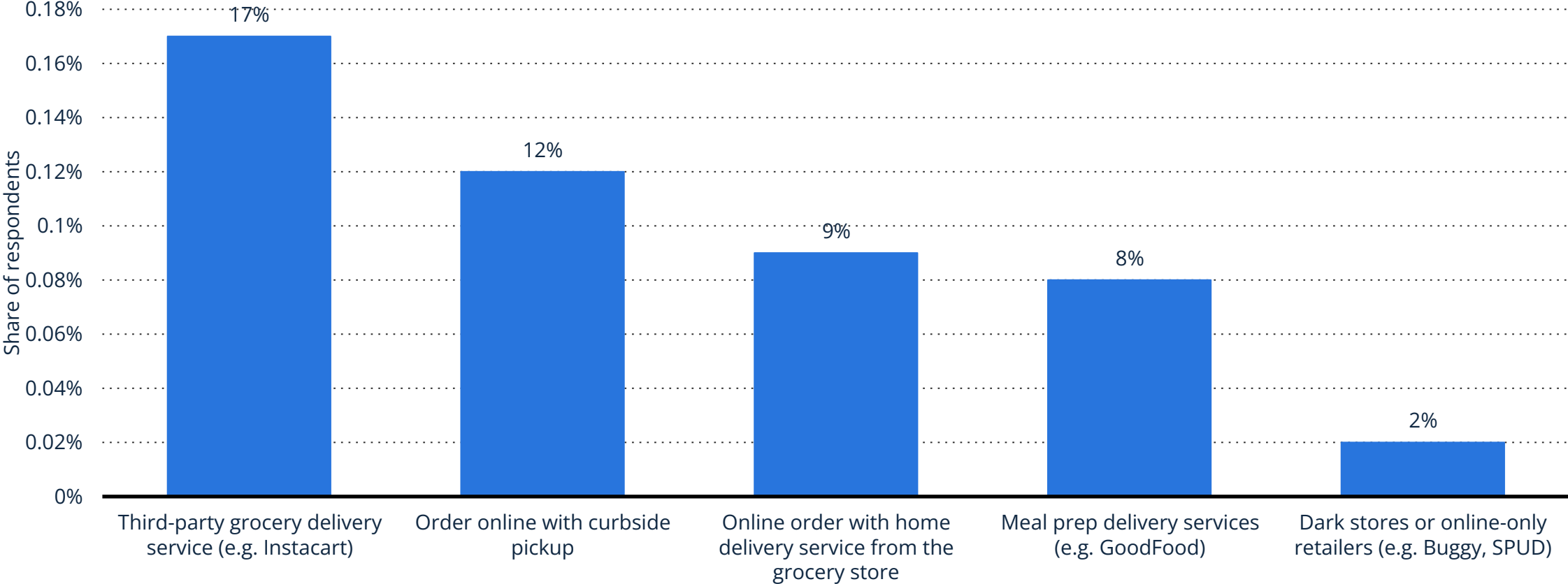
# Online destinations where consumers are most likely to complete beauty purchases in the United States in 2023

Share of consumers who complete beauty purchases online in the U.S. 2023, by channel



# Preferred channels for buying groceries among online shoppers in Canada as of 2023

Preferred channels to buy groceries online in Canada 2023



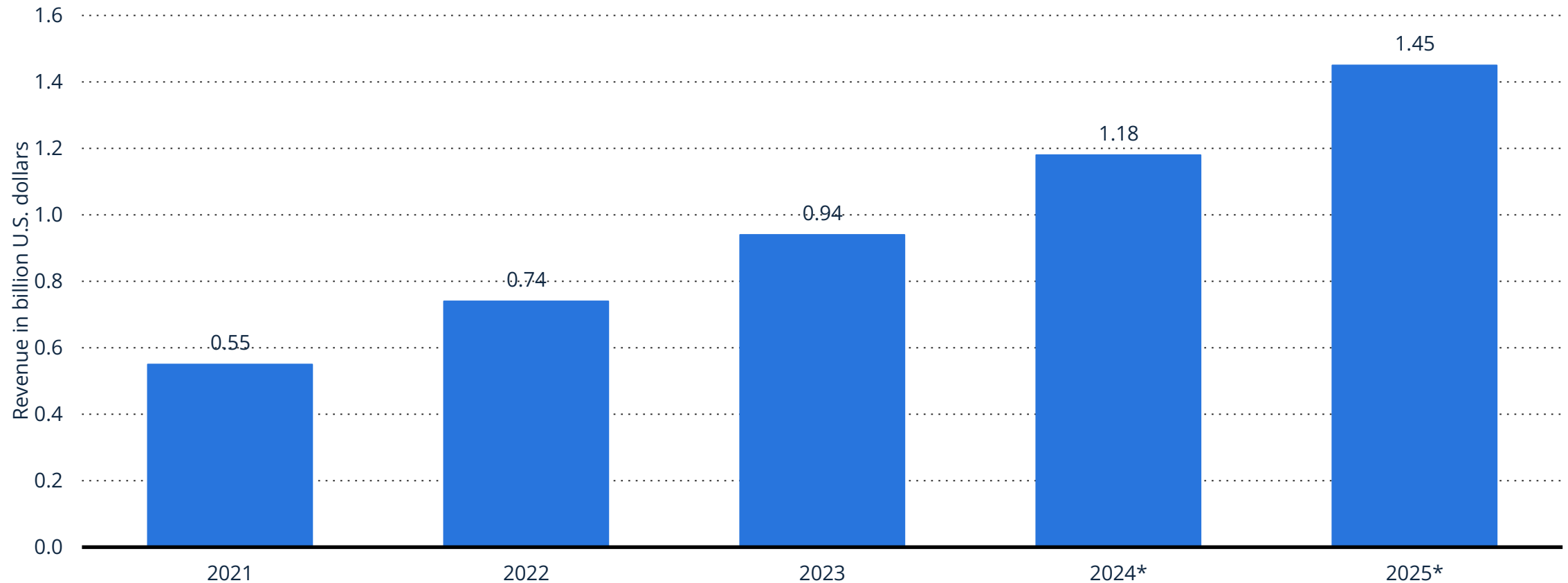


CHAPTER 03

# Ad revenue & metrics

# Advertising revenue generated by Instacart worldwide from 2021 to 2025 (in billion U.S. dollars)

Instacart ad revenue worldwide 2021-2025



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