

3 Benchmarking Data Points on Instacart to Help You Find the Right Investment Level

By Claire McBride // November 27, 2023 // Benchmarks, Research

November 27, 2023

Today we're sharing more of our research on Instacart, including benchmarking data from consumer brands on the strategic importance of Instacart and advertising performance and investment levels.

While Instacart has shown slowing growth (albeit positive) and some unique challenges for brands, these data points should add conviction in the importance of an active strategy and appropriate investment levels on the platform in order to meet your consumers where you are and defend your brand against competitors.

Key Data Points

1. **96% of benchmarked brands report Instacart is "important" or "very important" to their 3-year growth plans**, hence the need for an active strategy to take advantage of the growth opportunities and defend against competition that is surely on the platform.
2. **A net 27% of brands are increasing Instacart Ads investments next year as a percentage of sales**
3. **A net 6% report Instacart Ads performance coming in worse than expectations over the last quarter (in line with expectations for the large majority of brands)**. This slight negative lean is not causing a major pullback in spend as brands and agencies alike still report positive returns and Instacart remains an important platform for growth.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)