Analyzing Instacart's 4Q23 Results

By Claire McBride // February 14, 2024 // Briefings, Forecasts, Research

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Instacart posted positive results in 4Q23, following quarters of more muted performance and therefore skepticism from brands (and retailers and investors). Growth in the quarter came from strong orders more so than inflation, and the company expects accelerating trends to continue into 1Q.

The scale and healthy returns of its advertising offering is fueling positive growth in that business which is likely to further accelerate in 2024 as well.

Read on for our top takeaways for brands on both retail performance and the Instacart Ads business.

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