Instacart Self-Assessment for 2027 Planning

By Claire McBride // November 12, 2026 // Benchmarks, Interactive

Assess your Instacart strategy in two minutes across growth, ads, content, analytics, and ownership, then get personalized, research-backed recommendations for 2027.

Instacart is a must-win account for grocery brands, capturing an outsized share of the category's incremental dollars. We forecast the platform's **gross transaction value (GTV) will grow +13.7% to over $48 billion in 2027**, then another +12.5% in 2028, continuing to far outpace the total U.S. grocery market.

Yet despite that scale and momentum, we continue to see grocery brands hold back on the platform, either through insufficient paid search budgets, incomplete and inconsistent product content, or analytics tools left untouched. Most often, the root cause is organizational as many brands lack a single owner for Instacart and a clear vision for the platform.

Thus, brands that commit to Instacart have a clear path to outgrow competitors on one of grocery's fastest-growing channels.

To help brands capture that competitive edge, we created the self-assessment below. In six questions and about two minutes, it shows where your Instacart program stands across growth, ad investment, product content, analytics, and internal ownership, along with recommended next moves for 2027.

You can also learn more from our most recent deep dives on Instacart found here and here.

Note, DoorDash's pending acquisition of Instacart isn't expected to close until the end of 2027 or the first half of 2028, and the two companies will operate separately until then. This makes 2027 a standalone Instacart planning year regardless of the merger outcome.

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

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.

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Join Today
Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.