

Instacart's Q2 2024: What CPG Brands Need to Know

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Instacart released its 2Q24 financial results, offering a detailed look into the current state of the grocery market and the effectiveness of its omni-enabler business model amidst a challenging macroeconomic environment.

For CPG brand leaders, this report is crucial to:

1. Assessing whether your outlook on Instacart and its role in your portfolio growth strategy needs adjustment, and
2. Identifying any competitive implications arising from the reported data.

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