

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

By Claire McBride // August 7, 2024 // Briefings, Forecasts, Research

August 7, 2024

8 minute read

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.

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](#)