

Instacart Sellers Report

Understanding fulfillment and marketplace dynamics driving online growth trends with Instacart

In today's omni-channel world it is more important than ever for retailers and consumer brands to understand their sales performance through all distribution channels. As they consider how to spend their marketing dollars and where to place promotions, they need to be aware of how their customers are shopping.

With the recent expansion and continued growth of the buy online, pick up in-store (BOPIS) and delivery fulfillment models, it is more important than ever to understand sales performance with third party providers in this space. 1010data empowers that understanding with the Instacart Sellers Report.

The **Instacart Sellers Report** enables:



Understanding
of what products are selling well



Comparison
of competitors within the banners serviced



Development
of future plans based on 24-month trend analysis

February 2022 Instacart Report

Instacart Seller Summary - Category

Top Sellers on Instacart for Category	YTD			
	Sales	YOY % Growth	Share of Instacart	YOY % Share Change
publix	\$7,028,035	18.0%	17.4%	0.2%
costco	\$6,002,003	-34.9%	16.3%	-10.4%
sam's club	\$2,180,555	2.5%	5.8%	-0.4%
aldi	\$1,895,256	20.9%	5.0%	0.5%
kroger	\$1,822,717	27.9%	4.9%	0.8%
bj's wholesale club	\$1,047,223	-36.7%	2.8%	-2.0%
food lion	\$995,623	93.4%	2.6%	1.1%
shoprite	\$975,058	11.2%	2.6%	0.0%
wegmans	\$991,975	51.5%	2.6%	0.7%
stop & shop	\$916,188	100.9%	2.4%	1.1%
sprouts farmers market	\$743,314	-4.4%	3.0%	-0.1%
safeway	\$750,273	-16.1%	3.0%	-0.6%
walmart	\$694,830	73.3%	3.8%	0.7%
ralphs	\$552,018	9.7%	3.0%	0.0%

Instacart Seller Summary - Brand

Top Sellers on Instacart for Essentia	YTD				Current Month	
	Sales	YOY % Growth	Share of Seller	YOY % Share Change	Sales	YOY % Growth
publix	\$378,558	130.6%	16.5%	1.2%	\$195,037	254.6%
sprouts farmers market	\$286,806	-8.1%	12.5%	-16.7%	\$56,320	-66.0%
costco	\$126,490	260.0%	5.5%	2.2%	\$43,610	391.0%
kroger	\$105,529	149.2%	4.6%	0.6%	\$49,810	217.9%
wegmans	\$79,085	83.7%	3.5%	-0.6%	\$20,289	-12.8%
shoprite	\$65,514	60.2%	2.9%	-1.0%	\$40,664	100.0%
sam's club	\$68,888	39.5%	3.0%	-1.6%	\$19,111	0.0%
the fresh market	\$90,722	1319.5%	4.0%	3.4%	\$13,850	0.0%
cvs pharmacy*	\$80,383	1882.3%	3.5%	3.1%	\$47,009	0.0%
food bazaar	\$57,125	606.5%	2.5%	1.7%	\$47,110	0.0%
walgreens	\$65,901	0.0%	2.9%	0.9%	\$17,111	0.0%
h-e-b	\$70,122	137.9%	3.1%	0.9%	\$48,111	0.0%
stop & shop	\$58,142	217.8%	2.5%	2.9%	\$17,000	0.0%
jewel-osco	\$56,157	0.0%	2.5%	1.2%	\$17,000	0.0%
bj's wholesale club	\$46,952	-31.7%	1.1%	0.0%	\$17,000	0.0%
safeway	\$19,275	1.0%	1.5%	0.0%	\$17,000	0.0%

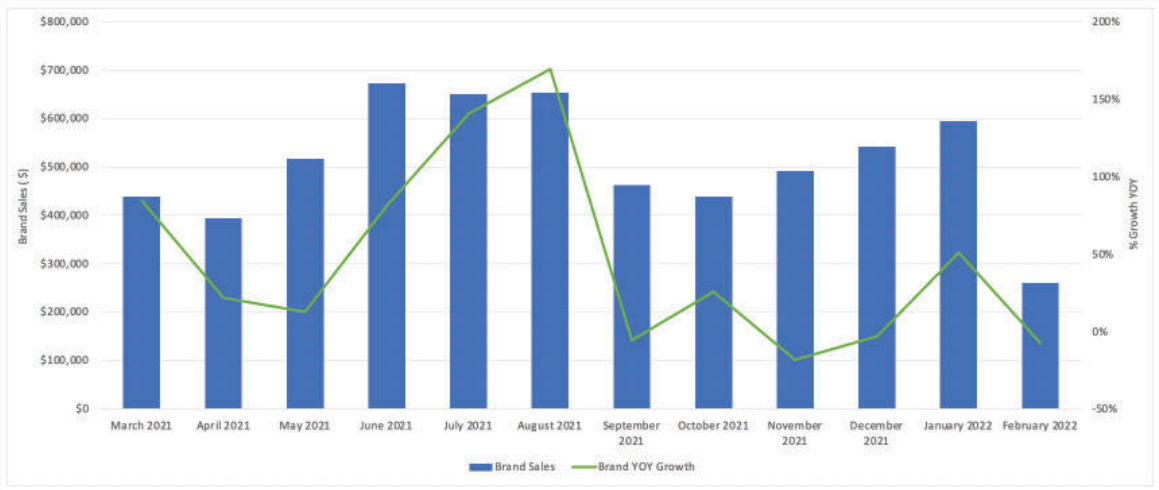
The Instacart Sellers Report provides sales insights, based on e-receipt transaction logs, into the grocery store banners for whom Instacart is delivering online orders. These insights include:

Visibility into merchant (seller), manufacturer and brand sales and share performance

Cumulative merchant reporting – regardless of where shopper begins journey – at Instacart or at merchant (delivered by Instacart)

Reports are updated monthly so you can track performance through Instacart effectively. The insights provided lead to more productive planning among brands, category managers and retailers, resulting in improved performance across multiple channels to connect with shoppers meaningfully.

Category & Brand Summary | Monthly Growth Trends | Seller Analysis



By understanding your performance through Instacart you can begin to target effective promotions and improve category sales to these users at these grocers and grow your business overall.

For more than 20 years, 1010data has helped financial, retail and CPG customers monitor shifts in consumer demand and market conditions and rapidly respond with highly targeted strategies. The 1010data Insights Platform combines market intelligence, data management, granular enterprise analytics, and collaboration capabilities to empower better business outcomes. To learn more, visit 1010data.com.