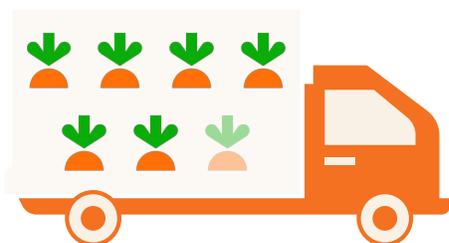


# Instacart & Food Insecurity

Instacart is the leading online grocery platform in North America, offering same-day delivery and pickup services to bring fresh groceries and everyday essentials to millions of individuals and families across the U.S. and Canada.

Instacart has partnered with more than **750 beloved national, regional, and local grocery retailers** to deliver from more than **70,000 stores** across more than **5,500 cities** in North America.

Instacart plays an increasingly important role in bridging the food access gap among individuals experiencing food insecurity. Food insecurity occurs when one experiences limited or uncertain access to nutritious, adequate food.<sup>1</sup> Below are highlights of the estimated number<sup>2</sup> of people experiencing food insecurity who can access Instacart. Instacart aspires to bridge the food access gap by offering delivery to those affected by the ongoing problem of food insecurity.



## 32 million people experiencing food insecurity have access to Instacart nationally

- Approximately 37 million people or 11% of the U.S. population experience food insecurity
- **6 out of 7 people** experiencing food insecurity have access to delivery by Instacart

## 25 million people experiencing food insecurity have access to Instacart delivery with the EBT/SNAP<sup>3</sup> payment option nationally

- Many people experiencing food insecurity rely on EBT/SNAP to meet their everyday grocery needs<sup>4</sup>
- **2 out of 3 people** experiencing food insecurity in the U.S. have access to Instacart delivery using EBT/SNAP
- Instacart now powers EBT/SNAP payments for more than 50 retailers across 39 states and the District of Columbia, spanning more than 7,000 stores nationwide<sup>5</sup>

1. Coleman-Jensen, A., Gregory, C. and Singh, A., 2014. Household food security in the United States in 2013. USDA-ERS Economic Research Report, (173).
2. The [food insecurity data](#) used in this study is from Feeding America's 2019 data. This was the most recent data available at the time of the analysis. Feeding America measures the number of individuals and children experiencing food insecurity at the county level. We aggregated our coverage rates by county instead of zip code to be comparable to Feeding America's food insecurity data. We considered a county as having access to Instacart if more than 50% of its zip codes were serviced by Instacart. This analysis only accounts for delivery and not pick-up.
3. Supplemental Nutrition Assistance Program (SNAP) is a government nutrition assistance program. Electronic Benefits Transfer (EBT) is an electronic system that allows a participant to pay for food using SNAP benefits. This result refers to Instacart delivery access among participating EBT/SNAP retailers. Instacart introduced EBT/SNAP online payments in November 2020 in partnership with its brick-and-mortar retailers across the country. Since then, Instacart has facilitated same-day delivery and pickup for EBT/SNAP recipients and their families across 39 states and the District of Columbia.
4. Center on Budget and Policy Priorities. (2019). Chart book: SNAP helps struggling families put food on the table.
5. As of March 2022.