



How Pricing Works on Instacart

What we do, what we don't, and what you can always count on



A Note from our CEO



At Instacart, we believe every family should have access to the food they love at prices they can afford. That belief has guided us since day one, and continues to shape how we make every decision — including how pricing works on our platform.

Affordability is one of the most important issues facing families today, and it has been one of my top priorities since becoming CEO. As grocery costs rise, and as questions about the use of technology and pricing get louder, people deserve to understand what determines the prices they see. That's a fair expectation, and we want to answer it clearly and directly.

That's exactly what this document is about. We want to be very clear about how pricing with our retail partners works on Instacart, what we will and will not do, and what every customer can expect from us.

Transparency matters. Trust matters. We're committed to delivering on both every time someone chooses Instacart, today and in the future.

Chris Rogers

Our Pricing Principles & Commitments

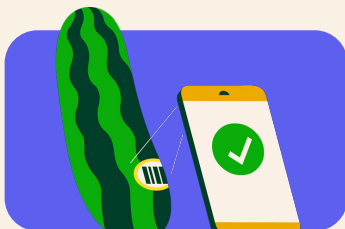
See pg. 8-11 for the full details and explanations on these principles and commitments.



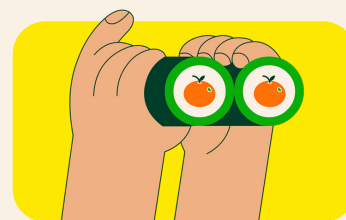
Our Same-Price Principle



No Personalized Pricing



No Dynamic Item Pricing



Always Transparent

BY THE NUMBERS:

Our Record on Affordability

Affordability is Instacart's number one priority. These pricing principles build on more than a decade of work we've done to make online grocery convenient, transparent, and affordable.



\$3 billion

We've helped customers save over \$3 billion through deals, discounts, and loyalty programs in recent years.



\$10 minimum*

We offer an industry-low \$10 basket minimum for \$0 delivery fees on most qualifying Instacart+ orders.



50 states

Instacart was the first online grocery platform to accept SNAP payments in all 50 states and DC.



50% discount

Instacart offers a 50% discounted Instacart+ membership for SNAP families.

To continue to increase affordability for consumers, we're also continuing to work with our retail partners to adopt a no-markup pricing strategy, so customers receive the same item prices on their Instacart storefront as they would see in person.

DID YOU KNOW

When you log onto Instacart, you can easily browse and compare prices from a wide array of retailers in your area, without driving store to store. Customers get to choose what works best for them. We're proud to make it easier than ever for customers to comparison shop for groceries and more.

Online grocery isn't just a matter of convenience — for many families, it's an essential service.

For caregivers managing tight household budgets, it makes it easier to track running totals and stay on budget. For people without reliable access to transportation, it means access to food and daily essentials they may not otherwise be able to reach. For seniors and individuals with disabilities, it provides independence when in-person shopping may not be an option.

We believe every family deserves access to these benefits — and making online grocery more affordable is how we get there.

* Service fees apply. \$35 minimum for Costco. \$25 minimum for restaurant orders.

Item Prices

Item Prices Are Set by Retail Partners

Let's start with one fundamental distinction: Instacart is a grocery technology company, not a retailer. We partner with retailers to connect them with customers for online shopping. Our retail partners provide item prices for their storefronts on the Instacart marketplace.

Some retail partners choose to not markup their prices, while other retail partners choose to apply a markup to help offset the cost of providing same-day delivery of groceries to your door. We encourage retail partners to adopt a no-markup pricing strategy so customers receive the same pricing no matter how they shop. Either way, retail partners control their pricing on the Instacart marketplace, and each retailer's pricing policy is always available on its storefront.

Example

Imagine a regional grocer that partners with Instacart. Each morning, this particular retailer uploads a catalog file with item prices for its storefront on Instacart. Using that file, Instacart updates the prices on that retailer's storefront on our marketplace. If the retailer decides to change the price of, say, strawberries or cereal, they would have to make those changes and upload a new file.

What the retailer cannot do on Instacart is connect a live system that automatically changes prices on our marketplace in real time because demand suddenly increased or inventory became limited. They also cannot use any personal information like protected characteristics, demographic data, or individual shopping behavior about customers to set prices (more on that on pg. 5). The process is deliberate.



How Prices Reach Our Platform

Here's how this typically works on our platform: Our retail partners upload item prices and any markup instructions, if they mark up their prices online. We update prices displayed to consumers based on the information provided by the retailers via what's called a catalog file. This operates like the online equivalent of a store updating the in-store price tags.

Retailers can update online pricing the same way that they do in-store. Our system for processing their updates does not enable continuous or automatic pricing updates to prices based on real-time supply or demand signals, nor any way to offer different prices to different customers from the same store.

Instacart is a technology platform, not a grocery store.

The price you see for items on Instacart is determined by our retail partners — not by Instacart.



Fees

What Our Fees Cover and Why They Vary

Instacart's fees help support our platform operations, including paying the shoppers who pick, pack, and deliver items to customers' doorsteps. Fees also help cover things like customer support, shopper insurance, and investments to improve our technology and overall customer experience.

Here's what fees cover and how they work.

Our **service fee** covers a range of operating costs, including insurance, background checks, and customer support. Service fees can vary based on factors like selected retailer and total basket.

Our **delivery fee** helps cover exactly what it suggests: delivery costs. This fee is waived for Instacart+ members on most orders.

Other fees a customer may see on Instacart (and why) include:

- **Priority fees** apply when customers choose priority delivery windows during checkout. These are always optional and reflect different levels of service.
- **Long-Distance fees** appear on orders to delivery locations that are far away from the store, helping expand the selection of stores available to customers while also ensuring fair pay for shoppers.
- **Government-mandated fees** are required by state or local law — such as bottle deposits or mandatory bag fees, which often support local recycling and environmental programs.
- **Regulatory response fees** appear in certain cities, states or provinces where, for example, new laws on our industry have significantly increased the cost of providing our services.

We always clearly display all fees a customer will pay before checkout.



Instacart's fees vary based on the selections you make in your order — never based on anything we know about you as a person.



Why Some Fees Vary — and Why That’s Not Personalization

Some fees can vary from order to order. We want to be transparent about why — and equally clear about what plays no role whatsoever.

*Factors that **never** affect your fees:*

- Your age, race, gender, income, or any other legally protected characteristic
- Your individual shopping history or your past behavior on our platform
- Your device, browser, or any information about how you access our app

*Factors that **can** affect your fees:*

- **Your delivery location** is used to calculate the driving distance a shopper must travel from the store to your delivery address. A customer 10 minutes from a store and a customer 40 minutes away may see different fees. That difference reflects more driving time, more fuel, and more vehicle wear for the shopper.

It’s not that we know something personal about you, or your neighborhood. It’s that getting groceries to your door takes more shopper effort when your door is farther away from the store. This is similar to how entities like the U.S. Postal Service and taxi companies have long used distance to adjust fees.

Instacart is proud to reach 98% of U.S. households — including many that are far from the nearest store — and fee variability is part of what makes it possible to fill all those orders, while ensuring shoppers are fairly compensated for their time and work.

The delivery option you choose affects fees, as customers may have the opportunity to select between priority, standard, and scheduled delivery, which are priced differently because they involve different service levels. You choose your option, and the fee reflects your selection.

Consumers regularly make choices like this including on things like shipping speed — for example, when you need something last minute and choose expedited or overnight shipping.

(Continued below)

- **The size of your order**, such as a large order with 50 items, might result in a higher fee than an order with just a few items. Again, this helps ensure shoppers are fairly compensated for different levels of service.
- **The retailer you choose** may cause you to see different fees. This variation allows us to support multiple retailer types including grocery, warehouse/club, retail, alcohol, and convenience.
- **Shopper availability** can affect service fees in conditions where fewer shoppers are available (such as during severe weather), reflecting the higher cost of fulfilling orders at that time. This helps us continue to provide reliable options to customers, even when there are fewer shoppers available.
- **If you're an Instacart+ member**, you won't get a delivery fee on orders of \$10+.*

* Service fees apply. \$35 minimum for Costco. \$25 minimum for restaurant orders.



Instacart's Pricing Principles & Commitments

Here's what customers can count on from Instacart when it comes to pricing — today and in the future.



COMMITMENT 1

Our Same-Price Principle

Customers shopping from the same store location at the same time will see the same item prices. Similarly, the same fees will apply to customers ordering delivery to the same address at the same time from the same store location. Customers in the same region will also see the same membership price.

We'll continue to drive affordability with retailer loyalty pricing, targeted discounts on Instacart+ memberships, targeted promotions, and personalized coupons or discounts. We will not allow individualized experiments on item prices.

These tools help *lower* costs for customers, and they are fundamentally different from using personal data to raise prices.



Example

If you and a neighbor both open Instacart at 6:00pm on a Thursday and add the same box of cereal to a cart from the same grocery store location, you'll see the same price. If you're both requesting delivery to the same address from the same store at the same time, and you have the same Instacart+ membership status, you'll see the same fees. Same time, same place, same store = same price and fees.





COMMITMENT 2

No Personalized Pricing

We will never use personal information (protected characteristics, demographic data, or individual shopping behavior) to determine item prices, membership price, or fees. Instacart does not provide and will not provide retail partners with tools that enable item price adjustments based on such data.

The practice described here is sometimes called surveillance pricing or personalized pricing. We do not do this, and we never will.



We'll continue to target discounts and promotions based on individual shopping behavior (such as offering a discount to try a new emerging brand for the first time). And fees may vary based on factors like delivery location, selected store, selected delivery option, order size, and type of items purchased.



Setting the Record Straight

Instacart's past practices have been described in some reporting and policy discussions as an example of surveillance pricing. That simply isn't true, and we want to address that specifically.

Previously, a small number of retail partners ran limited, completely randomized price tests on their Instacart storefronts, similar to tests retailers have long conducted in their own stores.

These tests never used customer data to determine prices: no personal information, no demographic data, no shopping history. But they raised questions and concerns for customers, so we ended them immediately in December 2025.



COMMITMENT 3

No Dynamic Item Pricing

We will never change item prices or membership prices based on supply and demand or other real-time data. Instacart also does not provide and will not provide retail partners with tools that enable continuous, real-time item price adjustments on the Instacart marketplace based on such data.

How does this work in practice?

As outlined earlier, retailers provide item pricing information to Instacart through catalog files they upload through our platform. We don't provide any way for a retailer to automatically fluctuate their prices in response to real-time supply or demand signals on Instacart.

This matters because it draws a clear line between how item pricing on Instacart works and how dynamic pricing works. In a dynamic pricing system, prices can shift continuously and automatically in response to signals like rising demand. On Instacart, that doesn't happen with item prices. The way our platform works — pricing information submitted by retailers, ingested and displayed by Instacart — simply doesn't support it.



A Transparent Note on Fee Variability

Our commitment to no dynamic pricing applies to grocery items and membership prices. As noted previously, some fees may vary based on factors like delivery distance, basket size, or the delivery speed you choose. Those differences reflect how an order is fulfilled — and they are always disclosed before you place your order.



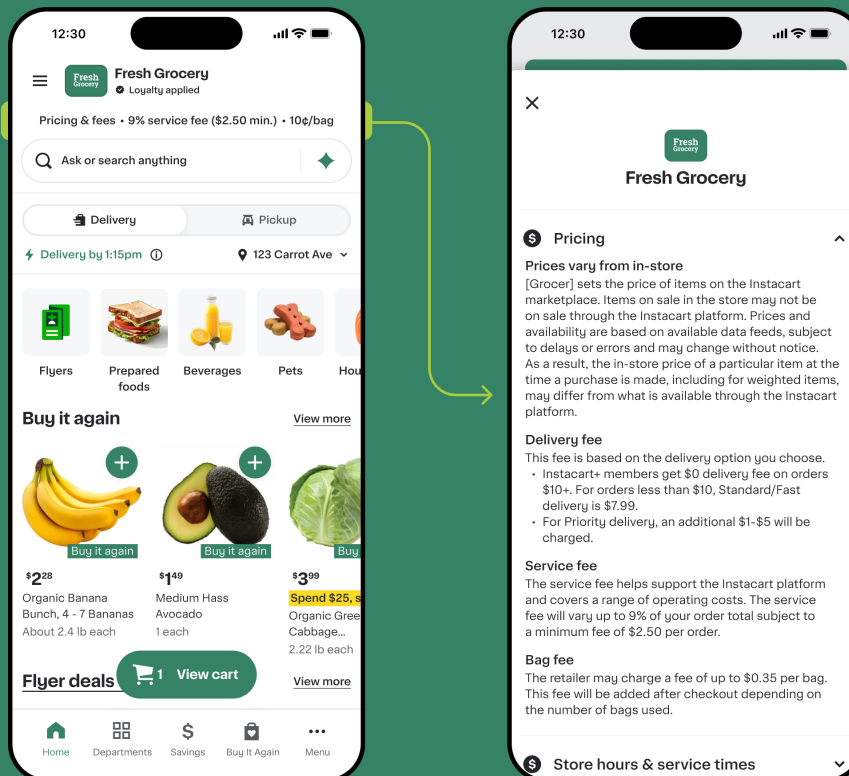
COMMITMENT 4

Always Transparent

Fee information and the retailer's pricing policy will always be accessible from each retailer on Instacart, so customers can understand what they're paying and why before they checkout. We will also continue to highlight retailers that apply no markups over in-store pricing to promote affordability.

DID YOU KNOW

Instacart makes it easy for customers to filter their search to only show no-markup retailers.



Example

Every retailer's storefront on our platform provides access to their pricing policy and shows whether they offer the same prices as in the store.

You can always see this while you build your cart — *before* you check out — so you can shop with full awareness of how that retailer's prices work.

Savings, Not Surveillance

Customized Discounts to Help You Save — Never to Charge You More

There's a distinction worth drawing clearly: using data about past shopping history to help customers save money is fundamentally different from using data about a person to charge them more.

Instacart uses personalization for discounts, promotions, coupons, and loyalty rewards. Yes, this involves data about your past shopping on Instacart — we want to be clear about that. But the way that data gets used is always to lower the price you pay, never to raise it.

Example

With customized savings, for example, a retailer on our platform can reach customers who haven't shopped with them in a while to encourage them to come back. To do that, they need to know something about how recently you've shopped. That's data being used. But the outcome is always a lower price — not a higher one.

This is how our personalization tools in this space work. A “we'd love to have you back” discount offer. A coupon from the brand you buy most. Each one requires knowing something about your past shopping. Each one results in you paying less.

That's what we mean when we say personalization can coexist with fairness and affordability.

Affordability is Instacart's Top Priority

Making online grocery more affordable isn't at odds with our business interests — it's fundamental to them.

Today, online grocery represents around 13% of grocery sales in North America, and we know one of the biggest barriers to adoption is the perception that online grocery is too expensive.

We share our customers' interests in bringing costs down, not pushing them up: More affordable online grocery is good for customers, good for our retail partners, and good for our business. That's why improving affordability is — and will remain — one of our company's top priorities.

Shop with Clarity and Confidence

In a world where technology is advancing quickly and questions about pricing are growing louder, we believe it's important to be clear about the systems that shape everyday experiences like shopping for groceries and other essentials. These pricing principles and commitments are one way we're doing that: by putting in plain terms what customers can expect today — and what they can continue to count on in the future.

At Instacart, we'll keep competing for customers by delivering transparency and improving affordability, so that every family can access and afford the food they need.

