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Instacart Stock Prediction 2023: Should Investors Buy the IPO?

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<https://www.btcc.com/en-US/academy/financial-investment/instacart-stock-prediction-2023-should-investors-buy-the-ipo>

The IPO for Instacart has not yet begun. The listing, however, is not expected until September of 2023. When Instacart goes public, its stock price is estimated to be between \$26 and \$28.

In the US and Canada, you can use Instacart to have your groceries delivered or picked up. Instacart is a grocery delivery business that was founded in 2012 by Apoorva Mehta, Max Mullen, and Brandon Leonardo. The company's business strategy is straightforward: clients use the Instacart website or app to place an order at a nearby grocery store, and then personal shoppers from Instacart pick up the groceries and deliver them to the customer's home.

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Data Relating to the Instacart IPO

NASDAQ will list Instacart's IPO for \$30 per share. However, this is not the final price, as the company's shares may be valued higher than \$30 when they are officially listed. Instacart's IPO raised \$660 million at a massive valuation of \$9.9 billion.

Instacart was valued at \$39 billion in its most recent private funding round, which took place in 2021. Instacart will begin offering 22 million shares for sale on Tuesday.

Pre-upgrade Instacart Market Cap and Share Price Estimates

Instacart has been highly anticipated even before its official release. Prior to Friday's boost, analysts predicted that Instacart would close between \$26 and \$28 a share.

While seeking to raise \$616 million in new financing, the company's valuation was projected to be in the range of \$8.6 billion to \$9.3 billion.

On a fully diluted basis, Instacart will have 331,000,000 shares of stock that will trade under the ticker symbol "CART" on the Nasdaq stock exchange.

When Instacart finally goes public, CEO Fidji Simo will have at least \$13.4 million in shares.

Why Did Instacart Decrease its Price?

Instacart reported 279 million shares outstanding as of August 15 in its IPO filing with the US Securities and Exchange Commission. The total number of shares available for determining the company's value is 331,000,000 after accounting for outstanding stock options (20.45M) and restricted stock units (31.47M). Based on the current consensus target range for stock prices, the enterprise might be worth anywhere from \$8.6 billion to \$9.3 billion.

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Instacart Stock Prediction 2023: Latest News

On Tuesday, September 19, 2023, Instacart will begin trading on the Nasdaq stock exchange.

Following the successful debut of the ARM IPO, Instacart increased the valuation of its IPO. The company is currently estimated to be worth around \$10 billion. Instacart remains a market leader in grocery delivery. Over 600,000 active shoppers and 750,000 active clients are served by the organization. Instacart is also profitable in terms of gross margin, which is a good indicator for investors.

Instacart and Walmart have collaborated to provide same-day delivery from Walmart locations. The collaboration will broaden Instacart's reach to more than 1,500 Walmart locations across the United States.

Instacart Express is a new membership club that offers free delivery on orders above \$35. The program is available for \$9.99 per month or \$99 per year.

Is Instacart Stock a Good Investment?

Your investing objectives and level of comfort with risk will determine whether or not Instacart is a good fit for you. Some things to think about are as follows:

Investing in Instacart could be advantageous for a number of reasons. To begin, the business is expanding swiftly. With a GTV of \$29.4 billion, Instacart fulfilled 263 million orders in 2022. By 2022, this will have increased by 80% annually from 2018.

Second, the market share of Instacart is quite high. With a market share of over 50%, the firm has established itself as the preeminent grocery delivery service in the United States. When compared to rival grocery delivery services, Instacart stands out because to its extensive network of customers and merchants.

Finally, Instacart is positioned to succeed in the expanding online grocery sector. From 2022-2027, the online grocery market is predicted to expand at a CAGR of 16.5%. A number of variables, such as the convenience of online grocery shopping, the rise in two-income homes, and the aging of the population, are driving this expansion.

Nonetheless, prospective Instacart stockholders should be aware of certain dangers. To start, the business is still losing money. Instacart has never been profitable, and it is unclear when that will change.

Second, there is a lot of rivalry in the grocery delivery sector. DoorDash, Uber Eats, and AmazonFresh are just a few of the grocery delivery businesses that Instacart must contend with.

Third, grocery delivery is still a young industry. The size of the market may end up being smaller than anticipated. As a growth stock, Instacart has a lot going for it. However, potential buyers of the stock should be aware of the dangers involved.



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Quarterly Financial Results for Instacart

Fourth Quarter, 2023

The following are some of the significant discoveries from Instacart's fourth-quarter results for 2023:

- Instacart's revenue increased 39% year on year to \$2.5 billion in the fourth quarter of 2023. This fell short of the company's target of 40% growth.
- Instacart's gross profit margin fell to 44% in the fourth quarter of 2023, from 45% in the third quarter.

- Net income: Instacart's net income in the fourth quarter of 2023 was \$10 million, down from \$71 million in the third quarter.
- Instacart had 13.7 million active customers in the fourth quarter of 2023, a 27% increase year over year.
- Active shoppers: In the fourth quarter of 2023, Instacart's active shopper count was 500,000, up 25% year on year.

Instacart's CEO, Fidji Simo, stated in a statement that the firm is "facing some headwinds" in the current quarter but is "confident in our long-term growth prospects."

Despite these hurdles, Instacart maintains a market leader in grocery delivery. As the demand for online grocery shopping grows, the company is well-positioned to expand in the coming years.

Will Instacart go public?

The anticipated IPO date for Instacart is September 2023. The price range the company has set is \$26-\$28 per share, which could give it a valuation of up to \$9.3 billion. The initial public offering is poised to be among the biggest of 2018.

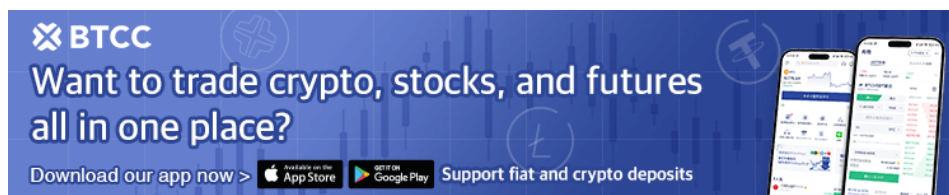
Established in 2012, Instacart is a supermarket delivery service. Users can place an order with the company, and their groceries will be delivered from nearby supermarkets. Over 750 U.S. stores have partnered with Instacart, and the company has over 500,000 customers.

When the company went public, the online grocery market was already expanding significantly. From 2022 to 2027, the market is anticipated to expand at a CAGR of 16.5%. Several elements, including the rising prevalence of two-income households and an ageing population, are contributing to this expansion.

With a market share of over 50%, Instacart is the dominant grocery delivery service in the United States. The expansion of the online grocery sector is an opportunity for the organisation. However,

potential investors should also be aware of some dangers associated with Instacart shares.

As a growth stock, Instacart has a lot going for it.



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BTCC have also launched tokenized stock and commodity USDT-margined futures. Now you can trade gold, silver and stock on BTCC. These tokenized futures contracts are innovative products invented by BTCC, and users can trade stocks and commodities with USDT on our platform. Below are the details of the newly-added trading pairs.

Tokenized Futures - Contract specifications

Product	Trading hours (UTC+0)		Leverage	Tick Size	Min. Lot Size	Liquidation Level
	Summer time	Winter time				
GOLDUSDT (Gold)	<u>Trading hours</u> 23:00 on Sunday - 21:45 on Friday	<u>Trading hours</u> 22:00 on Sunday - 20:45 on Friday	150x	0.01	1	30%
SILVERUSDT (Silver)	<u>Daily break</u> Every day 22:00 - 23:00	<u>Daily break</u> Every day 21:00 - 22:00	150x	0.001	100	
AAPLUSDT (Apple)	<u>Trading hours</u> 14:30 - 21:00 Every day from Monday to Friday	<u>Trading hours</u> 13:30 - 20:00 Every day from Monday to Friday	50x	0.01	1	
TSLAUSDT (Tesla)			50x	0.01	1	
METAUSDT (Meta)			50x	0.01	1	
TSMUSDT (Taiwan Semiconductor Manufacturing Company Limited)			50x	0.01	1	
MSFTUSDT (Microsoft)			50x	0.01	1	

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BTCC has an [iOS](#) app and [Android](#) app if you prefer to trade on the go.

iOS QR Code



Android QR Code



Why Trade Tokenized Futures on BTCC

To trade tokenized futures, you can choose BTCC crypto exchange. [BTCC](#), a [cryptocurrency exchange](#) situated in Europe, was founded in June 2011 with the goal of making crypto trading reliable and accessible to everyone. Over 11 years of providing crypto futures trading services. 0 security incidents. Market-leading liquidity.



Traders may opt to trade on BTCC for a variety of reasons

- **Secure:** safe and secure operating history of 11 years. Safeguarding users' assets with multi-risk management through the ups and downs of many market cycles
- **Top Liquidity:** With BTCC's market-leading liquidity, users can place orders of any amount—whether it's as small as 0.01 BTC or as large as 50 BTC—instantly on our platform.
- **Innovative:** Trade a wide variety of derivative products including perpetual futures and tokenized USDT-margined stocks and commodities futures, which are innovative products invented by BTCC.
- **Flexible:** Select your desired leverage from 1x to 150x. Go long or short on your favourite products with the leverage you want.

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1. Is BTCC safe?

Since its inception in 2011, BTCC has made it a priority to create a secure space for all of its visitors. Measures consist of things like a robust verification process, two-factor authentication, etc. It is considered one of the most secure markets to buy and sell cryptocurrencies and other digital assets.

2. Is it possible for me to invest in BTCC?

Users are encouraged to check if the exchange delivers to their area. Investors in BTCC must be able to deal in US dollars.

3. Can I Trade BTCC in the U.S?

Yes, US-based investors can begin trading on BTCC and access the thriving crypto asset secondary market to buy, sell, and trade cryptocurrencies.

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