

App Store complaint report

Instacart: Groceries & Food · Maplebear Inc · current version 9.38.0

Generated 2026-10-23 from the 300 most recent public App Store reviews across 4 storefronts (2023-08-02 to 2026-10-22).

Metric	Value
Reviews analysed	300 (296 classified by AI)
Average stars (these reviews)	2.83
Reviews with a complaint	140 (47%)
Storefronts	CA 175, US 100, GB 17, AU 8
All-time App Store rating (US)	4.82 from 4,853,411 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	89	2.3	9.37.0 (16), 9.38.0 (14), 9.33.1 (9)
Bugs	45	2.3	9.37.0 (8), 9.38.0 (5), 9.30.0 (4)
Performance	27	2.2	9.37.0 (5), 9.38.0 (4), 9.36.1 (3)
Feature requests	26	2.1	9.37.0 (6), 9.38.0 (4), 9.30.0 (4)
UX / design	11	1.9	9.37.0 (5), 9.35.0 (1), 9.38.0 (1)
Crashes / freezes	6	2.7	9.3.0 (2), 9.38.0 (1), 9.4.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
9.38.0	55	3.5	35%
9.37.0	63	3.0	41%
9.36.1	14	1.9	64%
9.36.0	5	1.4	80%
9.35.0	16	3.0	50%
9.34.1	14	3.1	57%
9.34.0	9	1.3	67%
9.33.1	30	3.2	33%

Representative quotes

Pricing / subscription

“Horrible do not bother – Terrible service and way too expensive. The service fees are insane and the platform can’t actually do anything to help ever. Horrible horrible horrible do not mother wasting your money” (1★, v9.31.1, CA, 2026-08-28)

“obscenely expensive – Enormous price markups and fees. The rating system does not allow for ratings of the actual Instacart experience, only of the individual shopper. Extremely convenient but exorbitantly expensive. Uber Eats for groceries. Rip off artists, I” (1★, v8.63.0, GB, 2025-04-22)

Bugs

“Won’t let me delete my account – When I try to delete my account it opens a login page within the app that doesn’t work. There is no option to delete via the website. Tech support deactivated my account but said there is no way to delete it and refused to esca” (1★, v8.62.1, AU, 2025-04-15)

"Glitchy - I have been using Instacart since 2017 and never had a problem until the most recent updates and they have been brutally glitchy. Asking me if I want to get the app while using the app is just one of the issues" (1★, v9.34.0, CA, 2026-09-24)

Performance

"Slow and costly - Slow loading after each selection/search. The fees when added together costed more than my order." (1★, v9.33.1, CA, 2026-09-14)

"Service - Really slow service even after priority fee" (1★, v9.34.0, CA, 2026-09-23)

Feature requests

"Wish my iOS supported new version - We used Instacart all the time for the convenience. Just wish that my phone could access the updated app, but now I have no access at all. Any chance the developers can keep the older app version accessible for people who do" (3★, v9.3.0, US, 2026-10-21)

"Flowers had gone off - You delivered to me flowers that were starting to dry and looked so bad to think I had bought them for my special mums birthday I wish I could add the photo here but there is no option" (1★, v8.94.3, GB, 2025-11-27)

UX / design

"Tips and charges - First time Instacart user here and not impressed. App less user friendly than I'd hoped. And 2 charges both slightly over \$8 applied!!! For what?? Never had that attached when using the store app. And the rude and inappropriate comment fro" (2★, v9.32.0, CA, 2026-09-07)

"Not worth it - The instacart plus membership "perks" are not worth it and don't work well with the app. If you use the Uber Eats through Instacart you don't get the same support or app capabilities like editing tips. Due to this I had a bad experience because " (1★, v9.37.0, US, 2026-10-19)

Crashes / freezes

"App Doesn't work - Waiting a week for them to fix the app. It doesn't open, pop-up say they are aware. If you are aware fix it or refund me, I am not paying for a service I can not use." (1★, v9.30.0, CA, 2026-08-24)

"Can't use App???? - This happened all of a sudden and I shop 4-5 days a week on instacart. Once I click on the app, it flashes back to the app and won't open. I deleted app and reinstalled and still the same. Won't work. It works on my iPad but all of a sudden" (5★, v9.4.0, US, 2026-10-20)

The 10 most important fixes

1. Answer support requests [Bugs · 55 reviews · avg severity 2.4/3 · versions 9.37.0, 9.38.0]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Zero Customer Service - Instacart charges a considerable amount of service and delivery fee, but does not actually resolve any issues. Scheduled order to arrive between 7 to 9pm, and the shopping did not begin until 9:40pm. Store closed at " (1★, CA)

2. Justify or adjust the price [Pricing / subscription · 39 reviews · avg severity 2.2/3 · versions 9.37.0, 9.32.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Not enough options - Where are all the Made In Canada labels easily visible? ☐☐I demand that they be on every Canadian food item. ☐☐I will only buy US if it's the last option. We don't have to but US because Loblaw wantsto flood us with stu" (1★, CA)

3. Make trials and renewals transparent [Pricing / subscription · 26 reviews · avg severity 2.2/3 · versions 9.38.0, 9.37.0]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

"Zero star for making it impossible to cancel trial membership and avoid being billed annually or mon - Zero star for making it impossible to cancel trial membership and avoid being billed annually or monthly" (3★, CA)

4. Improve content quality [Feature requests · 14 reviews · avg severity 2.0/3 · versions 9.38.0, 9.36.1]

Review the content areas users name; add a "report a problem" button on content.

"Not satisfied at all - This was my 1st time ordering from instacart, it was a very simple order, 2 items ...but I received one item and the item I received was the wrong item so I paid for two items plus a large tip and received something I d" (1★, CA)

5. Fix login / account access [Bugs · 12 reviews · avg severity 2.5/3 · versions 9.35.0, 9.33.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"The most Trash and heartbreaking App – I was shocked to receive an email accusing me of mileage fraud and deactivating my account. I drive a Tesla, and all of my trips are recorded. I would never manipulate mileage for a few extra dollars. " (1★, CA)

6. Fix crash on launch [Crashes / freezes · 4 reviews · avg severity 2.9/3 · versions 9.3.0, 9.4.0]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

"Not able to open app on phone – ***The app has been crashing now for 5 days straight. I have tried everything. My device is up to date. The app is compatible with IOS 16 so why is it still crashing? Update: You said to update device to late" (1★, CA)

7. Ship the most requested feature [Feature requests · 5 reviews · avg severity 2.2/3 · versions 9.37.0, 9.35.0]

Read the quotes below for the exact request; consider a public roadmap.

"Needs TO BE FIXED !!! – U need the option to move pin on your House. Some areas don't have the right address when I order and it moves the pin to someone else's house and I have to send links to Google Maps to the right house. Most of the t" (4★, US)

8. Fix in-use crashes and freezes [Crashes / freezes · 4 reviews · avg severity 2.6/3 · versions 9.38.0, 9.3.0]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"App Freezes and Quadruples item Quantity in cart – Last couple of months the app freezes up like crazy. And lately I noticed besides freezing, everything in my cart quadruples or in some cases adds 24 extra. My current cart is frozen at \$" (2★, US)

9. Simplify navigation [UX / design · 5 reviews · avg severity 2.0/3 · versions 9.33.0, 9.38.0]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"Screen reader problems with voiceover – I find the app used to be a lot better when communicating back-and-forth using voiceover. I'm blind. These iPhone accessibility feature is voiceover. But now by the time I'm able to reply, the shopper" (3★, CA)

10. Soften the redesign backlash [UX / design · 4 reviews · avg severity 1.9/3 · versions 9.34.1, 9.33.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"can't even hit the submit button – I would give the app a five star, however, being totally blind a number of the newest updates over the last year and a half make it difficult more difficult for me to use so when I'm looking for stuff now," (4★, CA)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.