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**Instacart acquisition aims to reshape brick-and-mortar**

Instacart has acquired Caper AI, a leading AI-powered shopping cart and checkout technology platform, expanding Instacart's retailer enablement platform. With this acquisition, Instacart aims to help retailers unify the in-store and online shopping experience for customers, supporting their businesses no matter how customers choose to shop.

For retailers, Caper's smart cart technology provides them with a plug-and-play solution, requiring little capital expenditure. Caper's technology enables brick-and-mortar retailers of all sizes to quickly and easily deploy this technology in their stores, creating compelling experiences for customers and driving meaningful growth for their business by increasing average basket sizes relative to traditional shopping carts.

Caper is reimagining the in-store shopping journey by developing cutting-edge AI-powered shopping carts and automated checkout counters that bring together online and offline shopping to create a completely new in-store shopping experience for customers. Caper's powerful object recognition system lets customers place items into their cart such as fruits, vegetables, and other items without having to scan or weigh them, and check out right at the cart. The company also develops smart checkout counters that use cameras and a weight sensor to auto-detect items placed on its counter, creating an easier and faster express checkout flow for customers at grocery and convenience stores.

Caper's smart carts are currently deployed at some of the leading North American retailers, including Instacart partners Kroger and Wakefern, as well as Sobeys in Canada. This is in addition to their smart checkout counters in convenience stores. Caper's smart carts were the first carts in the U.S. approved by the federal government's NTEP (National Type Evaluation Program), which certifies that it can accurately sell items that are priced by weight and measures, like produce and bulk items.

"Over the years, Instacart has continued to expand its retailer enablement services, helping brick-and-mortar grocers across North America move their businesses online, grow and meet the evolving needs of their customers. As we look ahead, we're focused on creating even more ways for retailers to develop unified commerce offerings that help address consumer needs across both online and in-store shopping," said Fidji Simo, Instacart's CEO. "That's why we're thrilled to welcome the Caper AI team to Instacart. We share the same goal of equipping retailers with new and innovative technologies that help them succeed in an increasingly competitive industry, while also providing customers with the best possible experience. We're excited to bring Caper's leading smart carts and smart checkout platform to more retailers around the world, as we all reimagine the future of grocery together."

In addition to streamlining the in-store shopping and check out process, Caper helps create unique and more personalized shopping experiences. Caper's carts feature touch-enabled screens that let customers navigate brick-and-mortar grocery store aisles more seamlessly. The screens also make product suggestions based on what's in a customer's cart. Over time, Instacart expects to integrate Caper's technology into the Instacart app and the ecommerce websites and apps of its retail partners, allowing customers to build online shopping lists and browse recipes ahead of time and check off their lists as they go. And, for Instacart shoppers who shop on behalf of customers, they can also utilize the carts to find items more efficiently and bypass long checkout lines.

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“We’ll continue to deepen our investment in our suite of enterprise technology services, unlocking new solutions that help power the comprehensive ecommerce platforms of retailers across North America. Today’s acquisition of Caper comes on the heels of our recent FoodStorm acquisition, which offers order-ahead and catering technology for retailers so they can increase their sales and ensure more customers are turning to them for everyday meals,” said Simo.

“At Kroger, our goal is to connect customers to food – no matter how they want to shop or when they need it,” said Stephanie Jenkins, Kroger’s vice president of strategic partnerships. “Kroger is proud to be leading the industry in the adoption of new innovative technologies, including Caper AI smart carts, as well as partnering with Instacart on other industry-leading innovations like Kroger Delivery Now. These offerings are advancing Kroger’s thriving seamless ecosystem and providing our customers with more ways to shop with us through strategic collaborations.”

“We’re excited for Instacart to join forces with Caper AI to help scale their technology and make it more accessible,” said Bob Hardester, chief information and supply chain officer at Schnuck Markets Inc. “Caper AI’s smart carts are the most technologically advanced carts out there. We believe the ability to place items in the cart naturally – without having to scan barcodes or weigh items – will be a game-changer, especially for Instacart shoppers who shop on behalf of customers. We’re proud to continue working with Caper AI and Instacart to unlock even more innovative solutions that reimagine the in-store grocery shopping experience at Schnucks stores.”

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