The Street: DoorDash makes a promise to Instacart members

November 2, 2026

Rob Lalka, Albert Lepage Professor in Business, was interviewed by The Street about how DoorDash's agreement to purchase to purchase grocery delivery app Instacart might impact consumers.

> "What the average customer should look for now isn't just price increases but other ways costs appear, in ways that aren't always obvious: markups on popular items, higher service-fee percentages, ad placement, or memberships you pay to stop seeing fees, just to name a few examples," Lalka told TheStreet.

To read the story in its entirety, visit thestreet.com:

https://www.thestreet.com/retail/what-doordash-and-instacart-members-get-if-the-companies-merge