

# India Online Grocery Market (2016 – 2022): Market Forecast By Types, Regions and Cities (Tier I, II and III)

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## Abstracts

India Online Grocery Market is in its nascent stage and primarily confined to Tier 1 cities. Rising internet penetration, acceptance of smartphones, changing consumer buying trends, gaining consumer confidence towards online shopping and better service quality are tremendously boosting the market for online grocery in India. Online grocery concept enhances consumer's shopping experience, where buyer can purchase all household products in just one click without any physical presence.

According to 6Wresearch, India Online Grocery market is projected to reach \$17.39 billion by 2022. In India online grocery market, staple and FMCG online sales have fueled the market. India retail market is very fragmented market with over 12 million "mom and pop" stores, which is one of the major challenges for the growth of online retailing. However, online grocery market has started registering healthy growth in last few years.

Southern region is the major contributor of the market due to highest online consumers located at Bengaluru and Chennai, followed by western region and northern region. Online grocery companies are mainly operating in metropolitan cities due to better infrastructure facilities and higher internet penetration as compared to tier II and tier III cities. However, online grocery firms are now targeting tier II and tier III cities to expand their presence on pan India level. BigBasket, which is one of the key players of the market is planning to enlarge its operation to 50 cities by the end of 2016.

"India Online Grocery Market (2016-2022)" provides in depth analysis with 41 figures and 9 tables covered in 105 pages. The report thoroughly covers the online grocery market by types, regions and tier I, II and III cities. The report provides unbiased and

detailed analysis of the on-going trends, opportunities/ high growth areas, market drivers, which would help the stakeholders to decide and align their market strategies according to the current and future market dynamics

## Key Highlights of the Report

Historical data of Global Online Grocery Market Revenue for the Period 2011-2015.

Market Size & Forecast of Global Online Grocery Market Revenue from 2016-2022F.

Historical data of India Online Grocery Market Revenue for the Period 2013-2015.

Market Size & Forecast of India Online Grocery Market Revenue from 2016-2022F.

Historical data of India Online FMCG Market Revenue for the Period 2013-2015.

Market Size & Forecast of India Online FMCG Market Revenue from 2016-2022F.

Historical data of India Online Grocery and Staple Market Revenue for the Period 2013-2015.

Market Size & Forecast of India Online Grocery and Staple Market Revenue from 2016-2022F.

Historical data of India Online Fruits and Vegetables Market Revenue for the Period 2013-2015.

Market Size & Forecast of India Online Fruits and Vegetables Market Revenue from 2016-2022F.

Historical data of India Online Grocery Regional Market Revenue for the Period 2013-2015.

Market Size & Forecast of India Online Grocery Regional Market Revenue until

2022F.

Historical and forecast data of India Online Grocery Tier Market Revenue for the period 2013-2022F.

Market Trends.

Players Market Share and Competitive Landscape.

## Markets Covered

The report provides the detailed analysis of the following market segments:

### Product Types:

FMCG

Packaged Food

Home Care

Beverages

Family Care

Grocery & Staple

Fruits and Vegetables

### Regions:

Northern Region

Easter Region

Western Region

Southern Region

## North-East Region

### City Types:

Tier I

Tier II

Tier III

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