

Quick Commerce - Players Race to Capitalize on Latest Retail Revolution

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Abstracts

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SUMMARY

The Quick commerce (q-commerce) market has experienced a boom during the past two years, driven by busy lifestyles, smaller households, urbanization, and aging populations. Its growth has been further bolstered by the COVID-19 pandemic, which has transformed customer demands. This case study takes a deep dive into the current state of the increasingly competitive market and what opportunities and challenges lie ahead following a period of strong demand.

KEY HIGHLIGHTS

Quick commerce (q-commerce), also commonly referred to as 'on demand delivery' and 'E-grocery,' is the concept of delivering a small quantity of ordered goods as quickly as possible, typically within one hour of placing the order. A number of factors have created the perfect storm for q-commerce to succeed, which has created a thriving market and driven the entry of a number of new players. Four aspects tend to drive the need for speed and convenience: busy lifestyles, smaller households, urbanization, and aging populations. The demand and expectation for speedy delivery services has only risen amid the COVID-19 pandemic, further consolidating it as a lasting trend in the retail space.

Many players are entering the q-commerce market to take advantage of the growing trend. As a result, it is getting increasingly difficult to differentiate between

multiple on-demand grocery companies, which has heightened competition in what is becoming a saturated market. The potential of the q-commerce market has even caught the attention of a number of retail giants, some of which are testing the waters with the concept. A number of companies have risen to dominance in the Europe by utilizing the 'dark store' concept, while the Indian market continues to become more competitive as players seek to exploit the strong demand for food and grocery items.

As the q-commerce wave continues into 2022, the opportunities and challenges of operating in the market have arisen. While the gig economy has changed the nature of the conventional employer-employee relationship and facilitated the rise of q-commerce, it has also faced criticism for being exploitative. There are also concerns surrounding the last mile problem and how this can be detrimental to the safety of workers.

SCOPE

Learn how the industry is growing

See what the forecast for quick commerce is

Understand the opportunities In the industry

REASONS TO BUY

What is quick commerce?

Who are some market leaders?

How fast is the market growing?

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