

10-Minute Delivery Subscription Market Forecasts to 2032 – Global Analysis By Product (Grocery, Snacks & Beverages, Fresh Produce, Personal Care & Beauty, Household Essentials, Meals (Ready-To-Eat), Pet Supplies and Pharmaceuticals), Subscription Model, Delivery Mode, Payment Mode, Platform, Age Group, Pricing Tier, End User and By Geography

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Abstracts

According to Statistics MRC, the Global 10-Minute Delivery Subscription Market is accounted for \$346 million in 2025 and is expected to reach \$653 million by 2032 growing at a CAGR of 9.5% during the forecast period. A 10-minute delivery subscription is a service that provides customers with access to a curated selection of products, promising delivery to their doorstep within a tight 10-minute timeframe. Subscribers pay a recurring fee, which grants them the benefit of instant gratification and convenience for their immediate needs, such as groceries, snacks, or household items. This model focuses on speed and efficiency, optimizing the fulfillment process to meet the rapid delivery promise.

According to a Redseer report, a significant 62% of Indian consumers have embraced quick commerce and 10-minute delivery services.

Market Dynamics:

Driver:

Digital payment & app penetration

The expansion of digital wallets, UPI systems, and integrated mobile apps has significantly strengthened the 10-minute delivery subscription ecosystem. With frictionless transactions, auto-renewals, and loyalty-driven payment mechanisms, customer convenience and adoption rates have improved. Fueled by rising smartphone penetration and fintech adoption, consumers prefer seamless subscription payments over cash or manual methods. Additionally, app-based personalized recommendations and AI-driven user engagement further boost retention. Consequently, digital payment innovation continues to propel subscription-based quick commerce models globally.

Restraint:

Regulatory & labor challenges

Stringent labor regulations and worker classification debates pose a substantial barrier for the 10-minute delivery subscription market. Governments are increasingly scrutinizing gig-economy models, mandating social security benefits and minimum wages, raising operational costs. Moreover, restrictions on the delivery of regulated goods such as alcohol and certain pharmaceuticals add compliance burdens. Spurred by growing legal oversight, platforms face difficulty scaling profitably while adhering to policies. Thus, regulatory uncertainties and workforce-related constraints remain a significant restraint for market expansion worldwide.

Opportunity:

Healthcare & pharma subscriptions

Healthcare and pharmaceutical subscriptions present a high-growth avenue for quick commerce platforms. Rising demand for instant delivery of over-the-counter medicines, wellness products, and chronic-care essentials has accelerated market expansion. Propelled by aging populations and increased health awareness post-pandemic, consumers prioritize rapid access to life-saving items. Subscription-based pharma delivery enhances customer trust, particularly when combined with telemedicine and digital prescription platforms. Consequently, healthcare integration emerges as a transformative opportunity, positioning 10-minute delivery players as vital last-mile partners in the health ecosystem.

Threat:

Intensifying global competition

The market faces intensifying competition as global and regional players aggressively expand their subscription models. Giants like DoorDash, Delivery Hero, Swiggy, and Zomato are consolidating market share through acquisitions, aggressive pricing, and membership bundling. Smaller startups face difficulties sustaining in such a capital-intensive, high-churn environment. Moreover, global entrants are leveraging strong funding pipelines to undercut local rivals. This escalating rivalry exerts margin pressure, reduces differentiation, and raises consolidation risks, making competitive intensity a critical threat to long-term sustainability.

Covid-19 Impact:

The COVID-19 pandemic accelerated adoption of subscription-based quick commerce, reshaping consumer habits permanently. With lockdowns restricting movement, demand for essential groceries, medicines, and ready-to-eat meals surged through hyperlocal delivery channels. Fueled by safety concerns, customers embraced contactless payments and doorstep delivery, spurring exponential growth in new subscribers. Companies responded with rapid fleet expansion, partnerships, and investment in dark stores. However, post-pandemic normalization has led to stabilizing growth, forcing players to re-strategize.

The grocery segment is expected to be the largest during the forecast period

The grocery segment is expected to account for the largest market share during the forecast period, propelled by rising demand for daily essentials delivered within minutes. Urban households increasingly rely on quick commerce for milk, bread, packaged foods, and pantry staples, replacing traditional store runs. Fueled by lifestyle shifts, convenience expectations, and expanding dark store networks, groceries dominate subscription purchases. Additionally, loyalty-driven bundled grocery plans ensure recurring demand. Thus, the grocery vertical emerges as the backbone of 10-minute delivery subscriptions.

The premium memberships segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the premium memberships segment is predicted to witness the growth rate, influenced by consumer preference for value-added services. Customers are increasingly opting for memberships offering free deliveries, priority slots, exclusive discounts, and loyalty perks. Fueled by rising disposable incomes and

brand affinity, premium subscription tiers ensure better retention compared to standard plans. Companies also integrate entertainment bundles and fintech tie-ups to enhance stickiness. Consequently, premium memberships are poised to become the most lucrative growth driver.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, fuelled by dense urban populations, rapid smartphone adoption, and growing middle-class spending power. Markets such as India, China, and Southeast Asia dominate due to hyperlocal ecosystems and strong digital payment penetration. Additionally, rising youth demand for instant consumption and aggressive expansion by players like Swiggy, Zepto, and Zomato reinforce market dominance. Consequently, Asia Pacific emerges as the epicenter of 10-minute delivery subscription growth.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by high disposable incomes, digital-first consumer behavior, and platform consolidation. Companies such as DoorDash, Gopuff, and Maplebear are aggressively scaling their subscription models, offering bundled grocery and convenience delivery. Rising demand for healthcare, snacks, and pet supplies further supports growth momentum. Additionally, consumer willingness to pay for premium perks strengthens adoption. Consequently, North America is projected to lead global expansion in subscription-based ultra-fast delivery.

Key players in the market

Some of the key players in 10-Minute Delivery Subscription Market include BigBasket, Blink Commerce, Bolt, Delivery Hero, DoorDash, Dunzo, Flink, foodpanda, Getir, Gopuff, Maplebear, Quickcommerce, Rappi, Swiggy, Wolt, Yemece, Zapp, Zepto, and Zomato

Key Developments:

In August 2025, Zepto introduced a new pharmacy delivery vertical, promising to deliver medicines within 10 minutes across metro cities, marking its entry into ultra-fast healthcare delivery alongside groceries.

In July 2025, Amazon expanded its 10-minute delivery service, Amazon Now, to select PIN codes in New Delhi. This advances competition with Blinkit, Swiggy Instamart, and Zepto in the quick-commerce space. Amazon also invested ₹1,943 crore (~\$233million) into delivery infrastructure to boost speed and reach ahead of shopping seasons.

In June 2025, BigBasket announced the forthcoming nationwide rollout of its 10-minute food delivery service by March 2026, following a successful pilot in Bengaluru. The company plans to expand its dark store network from 700 to up to 1,200 by the end of 2025, directly challenging Zomato and Swiggy, and aiming to broaden its customer base.

Products Covered:

Grocery

Snacks & Beverages

Fresh Produce

Personal Care & Beauty

Household Essentials

Meals (Ready-To-Eat)

Pet Supplies

Pharmaceuticals

Subscription Models Covered:

Weekly Plans

Monthly Plans

Quarterly Plans

Annual Plans

Pay-Per-Use Bundles

Premium Memberships

Other Subscription Models

Delivery Modes Covered:

Hyperlocal Dark Stores

Micro-FulfillmentCenters

Payment Modes Covered:

Credit/Debit Cards

Digital Wallets & UPI

Platforms Covered:

Mobile Applications

Web-Based Platforms

Third-Party Aggregators

Age Groups Covered:

18–25 Years

26–40 Years

41 Years & Above

Pricing Tiers Covered:

Economy/Budget Plans

Mid-Tier Plans

Premium/Elite Plans

End Users Covered:

Households

Working Professionals

Students

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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