

# **10-Minute Grocery Delivery Market Forecasts to 2034 – Global Analysis By Delivery Model (Dark Store Model, Hybrid Model, and Retail-Only Model), Product Category, Technology, Payment Mode, Business Model, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global 10-Minute Grocery Delivery Market is accounted for \$24.0 billion in 2026 and is expected to reach \$61.4 billion by 2034 growing at a CAGR of 12.4% during the forecast period. 10-Minute Grocery Delivery is an ultra-fast online grocery fulfillment model in which customers place orders for daily essentials through a digital platform and receive them within approximately ten minutes. The system operates through strategically located micro-warehouses or dark stores, supported by advanced inventory management and optimized last-mile logistics for rapid order processing and dispatch. The service generally focuses on high-demand items such as fresh produce, snacks, beverages, and household necessities, providing immediate convenience and quick access to groceries in urban areas.

Market Dynamics:

Driver:

Rapid urbanization and shifting consumer lifestyles

Dual-income households and extended working hours leave minimal time for traditional grocery shopping, pushing consumers toward instant fulfillment options. Smartphone penetration and affordable data plans have normalized app-based ordering as a daily utility. Young urban demographics prioritize convenience over unit economics, often paying premiums for speed. The expectation of “on-demand everything” is spilling over

from food delivery to daily essentials. As cities become more congested, the ability to receive goods in minutes reduces personal travel and storage needs, reinforcing the stickiness of this consumption habit across all age groups.

#### Restraint:

##### Unsustainable unit economics and operational costs

The high cost of maintaining micro-warehouses in prime urban locations erodes profit margins significantly. Labor expenses for dedicated riders, pickers, and packers remain inflated due to high attrition rates and peak-hour demand surges. Inventory holding costs increase as dark stores must stock fast-moving SKUs while managing wastage of perishable goods. Discounting and free delivery offers, essential for customer acquisition, further strain cash flow. Many players operate below gross margins, relying on investor funding to sustain operations. Without achieving minimum order values or subscription lock-ins, the model struggles to break even. These financial pressures have led to market consolidations and closures in several regions.

#### Opportunity:

##### Integration of AI-driven inventory and route optimization

Machine learning models can predict hyperlocal demand patterns with high accuracy, enabling dynamic stock replenishment in dark stores. Real-time route optimization algorithms reduce rider travel time and fuel costs while improving delivery success rates. AI-powered picking systems in micro-fulfillment centers accelerate order assembly from minutes to seconds. Predictive analytics can also personalize product recommendations, increasing basket sizes without additional marketing spend. As cloud-based AI platforms become more affordable, even mid-sized players can access enterprise-grade logistics intelligence. This technological layer turns speed from a cost center into a competitive moat.

#### Threat:

##### Intense competition and price wars

The low barrier to entry in select markets has led to oversaturation, with multiple players fighting for the same delivery zones. Aggressive discounting, cashback offers, and zero-delivery-fee promotions have commoditized the service, leaving little room for

differentiation. Customer loyalty remains fragile as users routinely switch between apps based on the lowest price or fastest availability. Well-funded international entrants can sustain losses longer than local startups, forcing smaller players into bankruptcy or fire sales. Additionally, traditional retailers and e-commerce giants are launching their own quick-commerce verticals, further crowding the landscape.

### Covid-19 Impact

The pandemic acted as a catalyst for contactless commerce, rapidly accelerating adoption of rapid delivery services during lockdowns. Movement restrictions and fear of infection drove even traditional shoppers to digital platforms for essential supplies. However, supply chain shocks, rider shortages, and sanitization protocols increased operational complexity and costs. Regulatory interventions on rider safety and delivery timelines emerged in several countries. Post-pandemic, consumer retention has proven challenging as mobility returns and physical stores reopen. Nevertheless, the crisis permanently altered expectations around delivery speed, forcing incumbents to invest in hyperlocal infrastructure. Hybrid models combining dark stores with traditional retail are now emerging as a resilient path forward.

The dark store model segment is expected to be the largest during the forecast period

The dark store model segment is expected to account for the largest market share during the forecast period, due to its strategic advantage in enabling sub-15-minute delivery windows. These micro-fulfillment centers are located within high-density residential zones, drastically reducing last-mile travel distances. Unlike traditional retail, dark stores are optimized exclusively for picking efficiency, not customer foot traffic. Inventory is arranged algorithmically to minimize picker movement. Integration with real-time order management systems allows seamless synchronization between stock levels and rider dispatch.

The urban millennials segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the urban millennials segment is predicted to witness the highest growth rate, driven by their digital nativity and preference for frictionless transactions. This demographic values time over money, frequently ordering small baskets for immediate consumption rather than weekly bulk shopping. High adoption of UPI and digital wallets removes payment friction, enabling impulse purchases. Millennials are also more likely to experiment with new grocery apps, share referral

codes, and provide real-time feedback, fueling platform growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, fuelled by densely populated megacities and rapid digital payment adoption. Countries like India, China, and Indonesia have witnessed explosive growth in quick-commerce startups backed by substantial venture capital. Low labor costs and ubiquitous smartphone usage enable economically viable 10-minute logistics. Local players have innovated in hyperlocal dark store placement and rider routing suited to chaotic urban geographies.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by continuous expansion of dark store networks into tier-2 and tier-3 cities. Rising disposable incomes and the proliferation of super-apps integrating grocery delivery with payments and social commerce are fueling adoption. Intense competition among local players like Zepto, Blinkit, and Swiggy Instamart is accelerating innovation in AI-based inventory management.

Key players in the market

Some of the key players in 10-Minute Grocery Delivery Market include Blinkit, Zepto, Swiggy Instamart, Dunzo Daily, BigBasket Now, Gorillas, Flink, Gopuff, Uber Eats, Deliveroo Hop, DoorDash DashMart, Jiffy, Nuro, Zapp, and Weezy.

Key Developments:

In April 2026, Swiggy just launched an economical version of itself. After more than a decade of operations, Swiggy has become synonymous with the act of having food delivered. Toing is the new platform has been launched and marketed by Swiggy as a standalone budget food delivery app.

In June 2025, Zepto announced a \$340 million funding round to expand its dark store network across 15 Indian cities, focusing on tier-2 urban centers. The company plans to deploy AI-powered demand forecasting to reduce perishable wastage and improve unit economics.

### Delivery Models Covered:

Dark Store Model

Hybrid Model

Retail-Only Model

### Product Categories Covered:

Fruits & Vegetables

Dairy & Chilled Products

Snacks & Beverages

Staples & Cooking Essentials

Personal Care & Household Items

Baby Care & Pet Care

### Technologies Covered:

Real-Time Order Management Systems

AI-Based Demand Forecasting

Route Optimization Software

Automated Warehouse & Picking Systems

Rider & Fleet Management Platforms

### Payment Modes Covered:

Digital Wallets & UPI

Credit/Debit Cards

Cash on Delivery

Buy Now Pay Later (BNPL)

#### Business Models Covered:

Pure-Play Quick Commerce

Aggregator Model

Integrated Retailer Model

#### End Users Covered:

Urban Millennials

Working Professionals

Students

Senior Citizens

Hostels & Small Businesses

Other End Users

#### Regions Covered:

North America

United States

Canada

Mexico

## Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

## Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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:

*10-Minute Grocery Delivery Market Forecasts to 2034 – Global Analysis By Delivery Model (Dark Store Model, Hyb...*

### 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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY DELIVERY MODEL**

- 5.1 Dark Store Model
- 5.2 Hybrid Model
- 5.3 Retail-Only Model

## **6 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY PRODUCT CATEGORY**

- 6.1 Fruits & Vegetables
- 6.2 Dairy & Chilled Products
- 6.3 Snacks & Beverages
- 6.4 Staples & Cooking Essentials
- 6.5 Personal Care & Household Items
- 6.6 Baby Care & Pet Care

## **7 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY TECHNOLOGY**

- 7.1 Real-Time Order Management Systems
- 7.2 AI-Based Demand Forecasting
- 7.3 Route Optimization Software
- 7.4 Automated Warehouse & Picking Systems
- 7.5 Rider & Fleet Management Platforms

## **8 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY PAYMENT MODE**

- 8.1 Digital Wallets & UPI
- 8.2 Credit/Debit Cards
- 8.3 Cash on Delivery
- 8.4 Buy Now Pay Later (BNPL)

## **9 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY BUSINESS MODEL**

- 9.1 Pure-Play Quick Commerce
- 9.2 Aggregator Model
- 9.3 Integrated Retailer Model

## **10 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY END USER**

- 10.1 Urban Millennials
- 10.2 Working Professionals
- 10.3 Students
- 10.4 Senior Citizens
- 10.5 Hostels & Small Businesses
- 10.6 Other End Users

## **11 GLOBAL 10-MINUTE GROCERY DELIVERY MARKET, BY GEOGRAPHY**

- 11.1 North America
  - 11.1.1 United States
  - 11.1.2 Canada
  - 11.1.3 Mexico
- 11.2 Europe
  - 11.2.1 United Kingdom
  - 11.2.2 Germany
  - 11.2.3 France
  - 11.2.4 Italy
  - 11.2.5 Spain
  - 11.2.6 Netherlands
  - 11.2.7 Belgium
  - 11.2.8 Sweden
  - 11.2.9 Switzerland
  - 11.2.10 Poland
  - 11.2.11 Rest of Europe
- 11.3 Asia Pacific
  - 11.3.1 China
  - 11.3.2 Japan
  - 11.3.3 India
  - 11.3.4 South Korea
  - 11.3.5 Australia
  - 11.3.6 Indonesia
  - 11.3.7 Thailand
  - 11.3.8 Malaysia
  - 11.3.9 Singapore
  - 11.3.10 Vietnam

- 11.3.11 Rest of Asia Pacific
- 11.4 South America
  - 11.4.1 Brazil
  - 11.4.2 Argentina
  - 11.4.3 Colombia
  - 11.4.4 Chile
  - 11.4.5 Peru
  - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
  - 11.5.1 Middle East
    - 11.5.1.1 Saudi Arabia
    - 11.5.1.2 United Arab Emirates
    - 11.5.1.3 Qatar
    - 11.5.1.4 Israel
    - 11.5.1.5 Rest of Middle East
  - 11.5.2 Africa
    - 11.5.2.1 South Africa
    - 11.5.2.2 Egypt
    - 11.5.2.3 Morocco
    - 11.5.2.4 Rest of Africa

## **12 STRATEGIC MARKET INTELLIGENCE**

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

## **13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments
- 13.5 Other Strategic Initiatives

## **14 COMPANY PROFILES**

- 14.1 Blinkit

- 14.2 Zepto
- 14.3 Swiggy Instamart
- 14.4 Dunzo Daily
- 14.5 BigBasket Now
- 14.6 Gorillas
- 14.7 Flink
- 14.8 Gopuff
- 14.9 Uber Eats
- 14.10 Deliveroo Hop
- 14.11 DoorDash DashMart
- 14.12 Jiffy
- 14.13 Nuro
- 14.14 Zapp
- 14.15 Weezy

## List Of Tables

### LIST OF TABLES

Table 1 Global 10-Minute Grocery Delivery Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global 10-Minute Grocery Delivery Market Outlook, By Delivery Model (2023-2034) (\$MN)

Table 3 Global 10-Minute Grocery Delivery Market Outlook, By Dark Store Model (2023-2034) (\$MN)

Table 4 Global 10-Minute Grocery Delivery Market Outlook, By Hybrid Model (2023-2034) (\$MN)

Table 5 Global 10-Minute Grocery Delivery Market Outlook, By Retail-Only Model (2023-2034) (\$MN)

Table 6 Global 10-Minute Grocery Delivery Market Outlook, By Product Category (2023-2034) (\$MN)

Table 7 Global 10-Minute Grocery Delivery Market Outlook, By Fruits & Vegetables (2023-2034) (\$MN)

Table 8 Global 10-Minute Grocery Delivery Market Outlook, By Dairy & Chilled Products (2023-2034) (\$MN)

Table 9 Global 10-Minute Grocery Delivery Market Outlook, By Snacks & Beverages (2023-2034) (\$MN)

Table 10 Global 10-Minute Grocery Delivery Market Outlook, By Staples & Cooking Essentials (2023-2034) (\$MN)

Table 11 Global 10-Minute Grocery Delivery Market Outlook, By Personal Care & Household Items (2023-2034) (\$MN)

Table 12 Global 10-Minute Grocery Delivery Market Outlook, By Baby Care & Pet Care (2023-2034) (\$MN)

Table 13 Global 10-Minute Grocery Delivery Market Outlook, By Technology (2023-2034) (\$MN)

Table 14 Global 10-Minute Grocery Delivery Market Outlook, By Real-Time Order Management Systems (2023-2034) (\$MN)

Table 15 Global 10-Minute Grocery Delivery Market Outlook, By AI-Based Demand Forecasting (2023-2034) (\$MN)

Table 16 Global 10-Minute Grocery Delivery Market Outlook, By Route Optimization Software (2023-2034) (\$MN)

Table 17 Global 10-Minute Grocery Delivery Market Outlook, By Automated Warehouse & Picking Systems (2023-2034) (\$MN)

Table 18 Global 10-Minute Grocery Delivery Market Outlook, By Rider & Fleet

Management Platforms (2023-2034) (\$MN)

Table 19 Global 10-Minute Grocery Delivery Market Outlook, By Payment Mode (2023-2034) (\$MN)

Table 20 Global 10-Minute Grocery Delivery Market Outlook, By Digital Wallets & UPI (2023-2034) (\$MN)

Table 21 Global 10-Minute Grocery Delivery Market Outlook, By Credit/Debit Cards (2023-2034) (\$MN)

Table 22 Global 10-Minute Grocery Delivery Market Outlook, By Cash on Delivery (2023-2034) (\$MN)

Table 23 Global 10-Minute Grocery Delivery Market Outlook, By Buy Now Pay Later (BNPL) (2023-2034) (\$MN)

Table 24 Global 10-Minute Grocery Delivery Market Outlook, By Business Model (2023-2034) (\$MN)

Table 25 Global 10-Minute Grocery Delivery Market Outlook, By Pure-Play Quick Commerce (2023-2034) (\$MN)

Table 26 Global 10-Minute Grocery Delivery Market Outlook, By Aggregator Model (2023-2034) (\$MN)

Table 27 Global 10-Minute Grocery Delivery Market Outlook, By Integrated Retailer Model (2023-2034) (\$MN)

Table 28 Global 10-Minute Grocery Delivery Market Outlook, By End User (2023-2034) (\$MN)

Table 29 Global 10-Minute Grocery Delivery Market Outlook, By Urban Millennials (2023-2034) (\$MN)

Table 30 Global 10-Minute Grocery Delivery Market Outlook, By Working Professionals (2023-2034) (\$MN)

Table 31 Global 10-Minute Grocery Delivery Market Outlook, By Students (2023-2034) (\$MN)

Table 32 Global 10-Minute Grocery Delivery Market Outlook, By Senior Citizens (2023-2034) (\$MN)

Table 33 Global 10-Minute Grocery Delivery Market Outlook, By Hostels & Small Businesses (2023-2034) (\$MN)

Table 34 Global 10-Minute Grocery Delivery Market Outlook, By Other End Users (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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