

# **India Online Grocery Market, By Product Category (Packaged Food & Beverages, Personal Care, Household Products, Fruits & Vegetables, & Others (Pet Care, Baby Care, etc.)), By Platform (Mobile Application & Desktop Website), By Region, Competition, Forecast & Opportunities, FY2017-FY2027**

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## **Abstracts**

India online grocery market stood at USD3.95 billion in FY2021 and is expected to grow at a CAGR of around 33.00% in the forecast period, to reach USD26.63 billion by FY2027. Changing consumer preferences, growing disposable income, new market entrants, and increased focus on expanding e-commerce business and adoption of attractive marketing strategies are the primary driving factors influencing the growth of the India online grocery market during the forecast period.

Rapid urbanization, increasing working population, and growing passive lifestyle adoption leaves less time for household chores. Consumers are actively adopting services and products that can add to comfort and convenience and improve living standards. The adoption of an online grocery system by consumers is expected to grow at a rapid rate as the market players provide all the necessary household items in a few hours at discounted rates. Market players are making high-end investments to upgrade their systems and develop an efficient supply chain, transportation system, and inventory to meet customer requirements. The proliferation of smart devices and the availability of affordable internet facilities make online platforms easier and more convenient for consumers. However, the possibility of fraudulent online activities and delayed customer support may hinder the growth of the India online grocery market in the forecast period.

The Indian online grocery market is segmented based on product category, platform, regional distribution, and competition landscape. Based on the platform, the market is bifurcated into mobile application and desktop website. The mobile application segment is expected to hold the largest market share in the forecast period. Ease of using mobile applications, availability of user-friendly interface, and online payment gateways are driving the demand for mobile applications among consumers.

Grofers India Private Limited, Innovative Retail Concepts Private Limited (BigBasket), Amazon Retail India Private Limited, Flipkart Internet Private Limited, Paytm E-commerce Private Limited, Nature's Basket Limited, Omnipresent Retail India Private Limited (Spencer's), Future Retail Limited, Reliance Retail Limited, Godfrey Phillips India Limited (24SEVEN), Bundl Technologies Private Limited, etc. are among the major market players in the India platform that lead the market growth of the India online grocery market.

Years Considered for this Report:

Historical Years: FY2017-FY2020

Base Year: FY2021

Estimated Year: FY2022

Forecast Period: FY2023-FY2027

Objective of the Study:

To analyze the historical growth in the market size of India online grocery market from FY2017 to FY2021.

To estimate and forecast the market size of the India online grocery market from FY2022 to FY2027 and growth rate until FY2027.

To classify and forecast India online grocery market based on product category, platform, regional distribution, and competition landscape.

To identify the dominant region or segment in the India online grocery market.

To identify drivers and challenges for India online grocery market.

To identify and analyze the profile of leading players operating in the India online grocery market.

To identify key sustainable strategies adopted by market players in the India online grocery market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the vendors and presence of all major players across India.

TechSci Research calculated the market size of India online grocery Market using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these services and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Online grocery service providers, vendors, and other stakeholders

Maintenance and deployment companies

Organizations, forums, and alliances related to online grocery

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, India online grocery market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### India Online grocery Market, By Product Category:

Packaged Food & Beverages

Personal Care

Household Products

Fruits & Vegetables

Others

#### India Online grocery Market, By Platform:

Mobile Application

Desktop Website

#### India Online grocery Market, By Region:

North

South

West

East

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India online grocery market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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