

# India Quick Commerce Market By Product Type (Grocery and Staples, Fresh Produce and Dairy, Others), By Delivery Time (Less than 10 Minutes, 11–30 Minutes, 31–60 Minutes), By Region, Competition, Forecast & Opportunities, 2021-2031F

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## Abstracts

### Market Overview

The India Quick Commerce Market was valued at USD 3.52 billion in 2025 and is expected to reach USD 4.64 billion by 2031, growing at a CAGR of 4.71% during the forecast period. The sector is expanding rapidly, driven by growing consumer preference for ultra-fast deliveries of groceries, personal care items, and daily necessities, typically within 10–15 minutes. Prominent players like Blinkit, Zepto, and Swiggy Instamart are actively scaling their dark store networks across metropolitan and Tier 1 cities to fulfill this demand. Quick commerce is evolving from a grocery-focused model to include offerings such as private labels, in-app advertisements, and subscription services aimed at improving profitability. However, challenges around last-mile delivery costs and price-driven competition continue to affect the sector's margins. As the business matures, leading platforms are emphasizing operational efficiency and exploring new opportunities in Tier 2 and Tier 3 cities to establish sustainable growth.

### Key Market Drivers

#### Rising Demand for Convenience and Instant Gratification

The surge in demand for rapid delivery services among urban consumers is a key growth driver for India's quick commerce sector. With busy lifestyles, especially among millennials and Gen Z, speed and convenience are paramount when purchasing

everyday items. Traditional e-commerce delivery models, which often take one to two days, are increasingly being replaced by platforms offering 10–20-minute delivery of groceries, snacks, and personal care essentials. The success of food delivery apps like Swiggy and Zomato has normalized expectations for fast service, creating a favorable environment for quick commerce models. High population density, digital adoption, and rising disposable incomes in metro cities further support this trend. In 2023, India's per capita disposable income rose to USD 2.54 thousand from USD 2.11 thousand in 2019. Additionally, nuclear families and working professionals often rely on these platforms for urgent or last-minute purchases, reinforcing the importance of speed and convenience in everyday consumption habits. Mobile apps and digital payment systems have also made the ordering process seamless, fueling the rapid rise of quick commerce in India's top urban centers.

## Key Market Challenges

### Profitability and High Operational Costs

Achieving profitability remains one of the most significant challenges in India's quick commerce sector. The promise of deliveries within 10–15 minutes necessitates a dense web of dark stores, a reliable delivery workforce, and advanced logistics systems, all of which incur substantial costs. Compounding this is the relatively low average order value in the Indian market, which makes balancing revenue and operational expenses difficult. To attract customers in a highly competitive environment, companies often resort to deep discounts, low delivery charges, and promotional campaigns, further straining margins. Operating in Tier 2 and Tier 3 cities poses additional cost challenges due to lower order densities and underdeveloped infrastructure. Last-mile delivery, which constitutes the bulk of logistics expenditure, becomes cost-inefficient in areas with sparse demand or longer distances. Despite efforts to introduce private label goods and advertising revenue streams, quick commerce platforms continue to face a difficult path toward sustainable unit economics and long-term profitability.

## Key Market Trends

### Assortment Diversifies Far Beyond Groceries Toward Premium, High-Value and Occasion-Based SKUs

Quick commerce platforms in India are expanding their product mix beyond groceries and daily essentials to include high-value, premium, and occasion-specific items. From electronics and personal gadgets to festive gifts, toys, and lifestyle products, the range

of offerings is growing to meet evolving consumer needs. This strategic diversification aims to enhance average order values while aligning with consumer demand for convenience across various categories. Festive periods, birthdays, and last-minute gifting occasions have emerged as key use-cases for these services. In response, platforms are redesigning their dark stores, optimizing inventory for broader SKUs, and upgrading delivery capabilities to manage a mix of bulky and sensitive products. The move also helps redefine consumer perception of quick commerce—from a platform for emergency essentials to a dependable solution for everyday and specialty shopping. As urban consumers continue to seek speed and variety, this trend is expected to drive deeper engagement and higher order frequency across the platform landscape.

### Key Market Players

Blink Commerce Private Limited

Swiggy Limited

Zepto Marketplace Private Limited

bigbasket.com (Supermarket Grocery Supplies Pvt Ltd)

Amazon Fresh

Flipkart Minutes

JioMart (Reliance Retail Ltd.)

Milkbasket

Nature's Basket

Licious (Delightful Gourmet Pvt Ltd.)

### Report Scope:

In this report, the India Quick Commerce Market has been segmented into the following

*India Quick Commerce Market By Product Type (Grocery and Staples, Fresh Produce and Dairy, Others), By Deliver...*

categories, in addition to the industry trends which have also been detailed below:

#### India Quick Commerce Market, By Product Type:

Grocery and Staples

Fresh Produce and Dairy

Others

#### India Quick Commerce Market, By Delivery Time:

Less than 10 Minutes

11–30 Minutes

31–60 Minutes

#### India Quick Commerce Market, By Region:

North

South

East

West

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Quick Commerce Market.

#### Available Customizations:

India Quick Commerce Market report with the given market data, TechSci Research

*India Quick Commerce Market By Product Type (Grocery and Staples, Fresh Produce and Dairy, Others), By Deliver...*

offers customizations according to a company's specific needs. The following customization options are available for the report:

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