

THE STATE OF **QUICK COMMERCE** IN INDIA FOR 2024





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SYNOPSIS

This whitepaper decodes the rapid evolution of India's quick commerce market in 2024. The data-driven narrative uncovers the competitive forces that are shaping this fast-paced industry. By analyzing pricing dynamics and product availability across major players, the whitepaper will reveal how brands and retailers can leverage these insights to refine their market positioning and enhance consumer engagement.



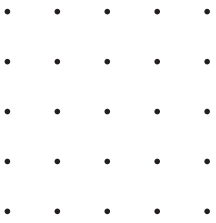
Quick commerce – India's newest retail channel

Quick commerce, also known as q-commerce, has stolen the digital shopping spotlight away from now traditional e-commerce retailers in India.

This new segment of the retail market focuses on rapid delivery of everyday essentials in small quantities. Think groceries, health and wellness, and household essentials. These products, generally categorized as fast-moving consumer goods (FMCGs), sell quickly at a relatively low cost. Quick commerce retailers promise to deliver orders placed on their online platforms in between 10 - 30 minutes, allowing consumers to get the products they need conveniently and quicker than ever before. Quick commerce companies use a network of dark stores and micro-warehouses to fulfill orders and the latest optimization and routing technologies in their supply chain.

This new retail channel only entered the market in 2019 when some established grocery e-commerce platforms and startups began experimenting with ultra-fast delivery. It is possible that the pandemic played a significant role in elevating this new sales channel to prominence. With lockdowns and movement restrictions in place, consumers were looking for safe and effective ways to procure the everyday products they needed. Quick commerce platforms offered the solution.

According to Statista, "In 2020, the estimated addressable market size of quick commerce in India was approximately 49 billion U.S. dollars." This rapid growth in 2020 encouraged increased investment as companies sought to establish their dominance in the emerging quick commerce industry.



By 2021, many Indian consumers had become mainstream adopters of this new retail channel. With proven success, other quick commerce companies entered the market, and even brick-and-mortar stores and prominent e-commerce players began to pivot into quick commerce. By 2022, quick commerce had become a well-established segment of the retail market in India. This is particularly true in urban areas where demand for super-fast delivery continues to grow. In the few short years since, a significant segment of consumers in Tier-1 and many Tier-2 cities have adopted shopping for products on their phones and expecting their deliveries at lightning speed.

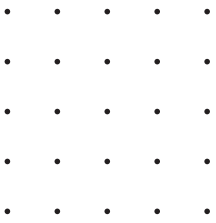
Today, if you're a consumer goods brand selling in India, you need to consider quick commerce as a key retail channel. Winning a spot on quick commerce platforms may cost CPG brands hefty commission fees, but it will likely help them get their products in front of the fastest-growing customer segment in India.

Four quick commerce companies dominate India, but there are countless others making waves. The big 4 include Swiggy Instamart, Blinkit (previously Grofers and now acquired by Zomato), BB Now (Big Basket), and Zepto. This whitepaper focuses on analyzing these 4 major players.



Commerce Intelligence for the Quick Commerce Market

Quick commerce is built on speed, not just in delivery but in adapting to rapidly changing pricing, product assortments, and customer demands. To thrive in this highly competitive and fast-paced market, companies need actionable insights into both their operations and their competitors.



DataWeave enables food delivery and quick commerce platforms to scale efficiently by providing high-quality, AI-powered insights tailored to this dynamic space. With DataWeave's solutions, businesses gain a comprehensive view of the competitive landscape and can make data-driven decisions to optimize pricing, product availability, and customer experience.

Here's how DataWeave helps quick commerce companies succeed:

Competitive Pricing Intelligence

Track competitors' pricing, discounts, promotions, and delivery fees across platforms. Leverage these insights to optimize pricing strategies and win customers' baskets. Provide insights into cart-level dynamics, including menu prices, service fees, and final order values.

Hyperlocal Insights

Monitor merchant availability and performance by pin code to identify service gaps and growth opportunities. Ensure that assortments and delivery speed align with customer expectations in specific regions.

Growth & Expansion

Analyze key metrics like ETAs, ratings, product attributes, and customer preferences.

Growth & Expansion

Help brands maintain prominence on quick commerce platforms by tracking their placement, pricing, and promotions.

By harnessing DataWeave's comprehensive data acquisition and analytics capabilities, quick commerce platforms can adapt to market demands, improve customer satisfaction, and drive sustained growth in an ever-evolving industry.





Market Overview

Quick commerce has become very relevant, especially for well-differentiated F&B brands. Despite the hefty commissions, it's justifiable for the sales velocity, as the commission can be seen as a combination of marketing and logistics spends.

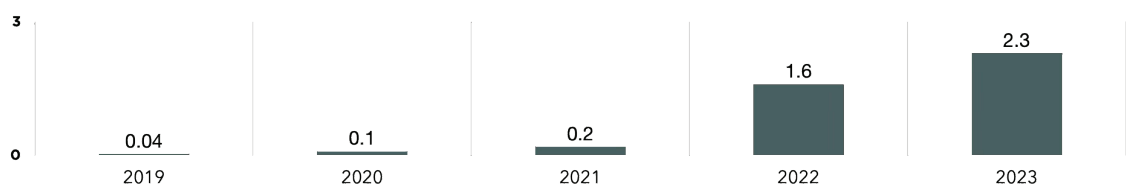
~ Arjun Balaji
Gourmet Garden

The gross merchandise value (GMV) of quick commerce in India grew to USD 2.8 billion in 2024, a substantial increase from the previous year. Consumer demand for quick commerce is steadily escalating, even as pandemic-related measures that initially drove growth are over. This sustained growth indicates that the quick commerce market is here to stay and not simply a fad.

The India Brand Equity Foundation (IBEF) says that "It [the quick commerce industry] is projected to touch USD 5.5 billion by 2025, as per a RedSeer report. Quick commerce platforms' contribution to the online grocery market is expected to rise from 10% to ~45% in the coming years."

<https://www.ibef.org>

QUICK COMMERCE GMV (US\$ BLLION)



Each of the main players in the Indian quick commerce market (Swiggy Instamart, Blinkit, BB Now, and Zepto) is niche, and caters to different segments of the market with unique features. Here is a breakdown of each company's history, relevance in the market, and brand strategy for differentiation.



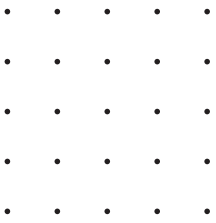
Swiggy was established in 2014 and has become one of India's most popular online food delivery platforms, competing with Zomato. In 2020, Swiggy branched into quick commerce and launched the Swiggy Instamart platform to provide shoppers with less than 30-minute deliveries of essential items in major metropolitan areas. One of its key competitive advantages is its existing delivery network, which helps it maintain high levels of on-time deliveries.

The retailer opened its initial public offering (IPO) in November 2024.

Additionally, Swiggy offers a variety of other services such as a subscription service, personalized recommendations, 24/7 availability, and special promotions and deals. According to the Economic Times, "Prosus, the largest shareholder in Swiggy, reported a 24% revenue growth for the year ended March 31, 2024." This is believed to be due in large part to Swiggy's diversification into the rapidly expanding quick commerce category.



Blinkit, like Swiggy Instamart, also got its start as an online grocery delivery service. You'll recognize this service as the Grofers brand, which was founded in 2013. During the rise of quick commerce in India in 2021, Blinkit decided to rebrand the company to target younger, more urban shoppers in 26 cities who are looking for deliveries 'in a blink'. Blinkit's surge in popularity drove it to be acquired by the well-known restaurant food delivery service company Zomato in 2022.



blinkit

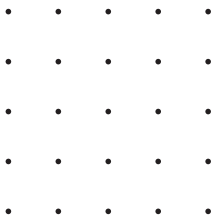
Zomato has kept the Blinkit brand separate from its own but has given it the benefit of its established technological infrastructure, marketing expertise, and logistics network. Its rapid growth has been proven in its revenue reporting. In the final quarter of the fiscal year 2024, Blinkit nearly tripled its revenue. Recently, Blinkit announced that it would be scaling up its operation, looking to reach 1,000 dark store locations by the end of fiscal year 2025 and upping that number to 2,000 total warehouses by the end of 2025.

b now

BB Now is an offshoot of Big Basket (now owned by the Tata Group), one of the oldest online grocery delivery e-commerce companies that has been around since 2011. Big Basket leverages its extensive network of micro-warehouses as well as its established delivery infrastructure to power its quick commerce brand. BB Now is available across most major cities in India and offers a curated selection of high-demand consumer items delivered in 15 to 30 minutes. It has helped Big Basket remain relevant even as traditional online grocery, with its appointments and larger basket sizes, loses market share. Despite retaining ground, BB Now saw only a 5% revenue growth in fiscal year 2023, significantly less than its competition in the quick commerce category.

zepto

Zepto is a quick commerce startup founded in 2021 in India that has taken the quick commerce market by storm. According to Reuters, "Three-year-old Zepto (2024) was valued at \$3.6 billion, a sharp increase from the \$1.4 billion valuation it had in August (2023)."



Statista reports, “During the financial year 2023, Zepto demonstrated unprecedented revenue growth, exceeding one thousand percent.”

Unlike Swiggy, Blinkit, and BB Now, which began solely as online grocery delivery platforms, Zepto was created to fill a gap in ultra-fast delivery. The company focuses on 10-minute delivery, which is even faster than the 15 - 30-minute delivery promised by some others.

Zepto has quickly become one of India’s leading players. This niche, direct-to-consumer (DTC) company focuses on speed and convenience and has carved out a significant market share in a very short time.

E-commerce’s Shift into Quick Commerce

Amazon is the largest e-commerce retailer in India, so it would stand to reason that it would want to break into the growing quick commerce market. Until now, US-based Amazon has remained relatively aloof to the rapid market shift. This was likely a mistake, considering that “Quick-commerce firms like Zomato's Blinkit, Zepto, and Swiggy's Instamart are on track to record combined annual sales of \$4.5 billion, compared to Amazon India's \$18 billion.”

Swiggy began the process of going public in April 2024, securing a nod from investors for a \$1.25 billion public offering. While Amazon was initially said to be in talks with Swiggy for a pre-IPO stake or a complete buyout, particularly interested in acquiring Swiggy Instamart, these discussions appear to not have materialized into a deal. Instead, the e-commerce giant has now chosen to develop and launch its own quick commerce solution, Tez, by late December 2024 or early 2025.

The service will initially focus on groceries and daily essentials, putting Amazon in direct competition with established players like Blinkit, Zepto, and Swiggy Instamart. This move represents Amazon's strategic shift from potentially acquiring an existing quick commerce player to building its own service from the ground up to reclaim lost market share in India's rapidly growing quick commerce sector.

Another major e-commerce player in India, Flipkart also took a similar approach to capitalize on the gaining popularity of quick commerce. The retailer launched its own quick commerce off-shoot, Flipkart Minutes, in 2020. However, Flipkart Minutes (once Flipkart Quick) hasn't been able to catch up with the other, more established companies which already had delivery networks and technologies for their traditional grocery e-commerce business, and it hasn't been able to compete with Zepto's ultra-fast delivery model.

To differentiate itself, Flipkart Minutes is offering technology in addition to the standard everyday essentials and groceries. One shopper ordered a new laptop from one of the Starbucks and received the laptop order in 13 minutes. This type of viral marketing should help the quick commerce brand assert itself within a niche in the market. And with the recent expansion into Bengaluru, Flipkart is creating a more solid footing for itself alongside Swiggy Instamart and Zepto.

As e-commerce players gear up to join the race, India's legacy retail players, Tata and Reliance are not far behind. Tata Group plans to expand into quick commerce through their super app Tata Neu with a new service called Neu Flash. This initiative will leverage Tata's existing retail brands, with Big Basket (or BB Now) handling groceries, Croma managing electronics, and Tata Cliq providing fashion items. India's largest retailer, Reliance Retail has also launched quick commerce delivery through JioMart in select areas of Navi Mumbai and Bengaluru. Starting with grocery items from its 3,000 retail stores, the company plans to expand into fashion and electronics using its Reliance Digital and Trends outlets.

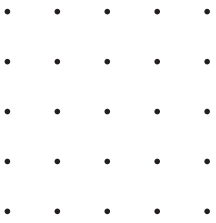
DataWeave's Insights on India's Quick Commerce Market

DataWeave leveraged its AI-powered, proprietary data acquisition and analysis platform to analyze the pricing and availability of these leading quick commerce players in India. Data is collected using a combination of web scraping, API integrations, and partnerships with retail companies. Next, the platform uses AI, in combination with human verification, to match identical products across the various retail apps. This enables a comparative analysis of pricing over time.

This report includes reports on price leadership, price index, and availability summaries across quick commerce retailers. It was run between January 2024 and September 2024 across the four key quick commerce retailers (Swiggy Instamart, Blinkit, BB Now (Big Basket), and Zepto). Over 6,900 SKUs are analyzed within 34 categories matched across the four sources. The data covers several pin codes in India across major cities like Ahmedabad, Jaipur, Chandigarh, Chennai, Pune, Kolkata, Mumbai, Bangalore, Noida, Delhi, Hyderabad, Coimbatore, Gurgaon, and Lucknow.

These types of insights are easily accessible and configurable by any DataWeaves customer, no matter whether they are a quick commerce retailer scaling their operations or a fast-moving consumer goods brand selling through quick commerce.

 **now****blinkit****zepto** **SWIGGY
instamart**



The Analysis

Price Leadership

Price leadership in quick commerce is the concept of having the lowest price for a product in the market. This can be extrapolated on average to the category or overall business. If your company strategy is to be a price leader, you can influence market prices by setting your prices lower than the competition.

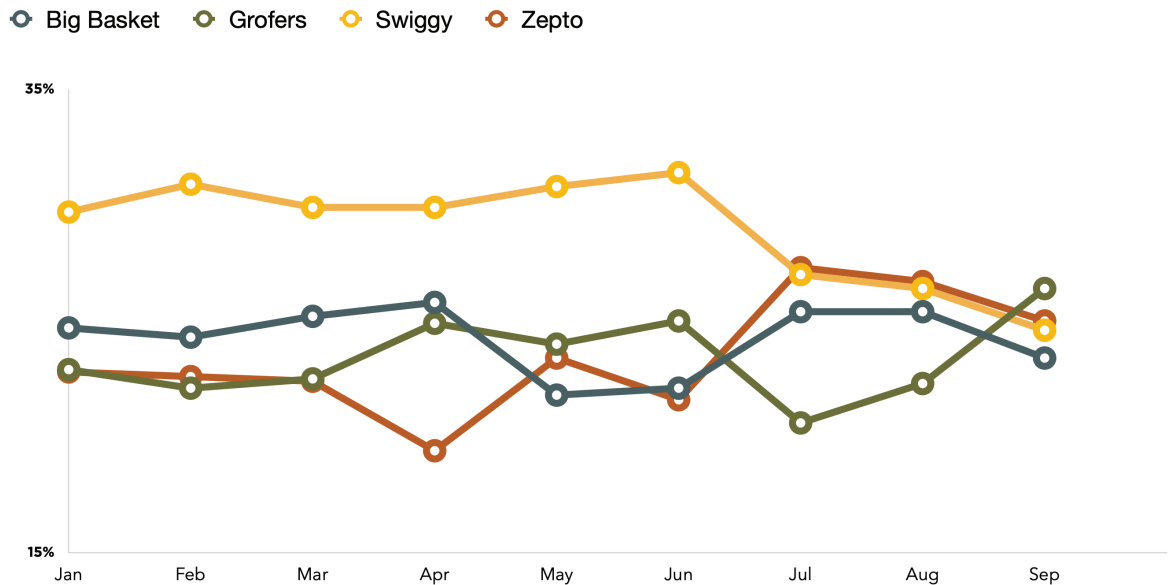
Price-sensitive customers will be attracted to your platform, and you can begin to generate customer loyalty with them. However, your competitors may be enacting similar strategies, so setting realistic baselines can be essential to avoid driving prices lower than sustainable. Many quick commerce companies work with their suppliers to offer promotions and discounts in response to identified lower prices on competitor platforms.

From January to September 2024, there was a noticeable increase in price leadership percentages across all major quick commerce players. The data reflects a highly competitive quick commerce landscape, with different retailers competing for price leadership across multiple categories.

Retailer-Specific Trends

Swiggy Instamart emerged as the dominant price leader through most of 2024 starting at 29.7% in January and closing at 25% by September. The company successfully leveraged high-frequency purchase categories and demonstrated a strategic focus on essential categories with recurring purchase patterns. This comes at a time when the Swiggy IPO is already open, highlighting the retailer's focus on gaining and nurturing market share.

Price Leadership Trend by Retailer

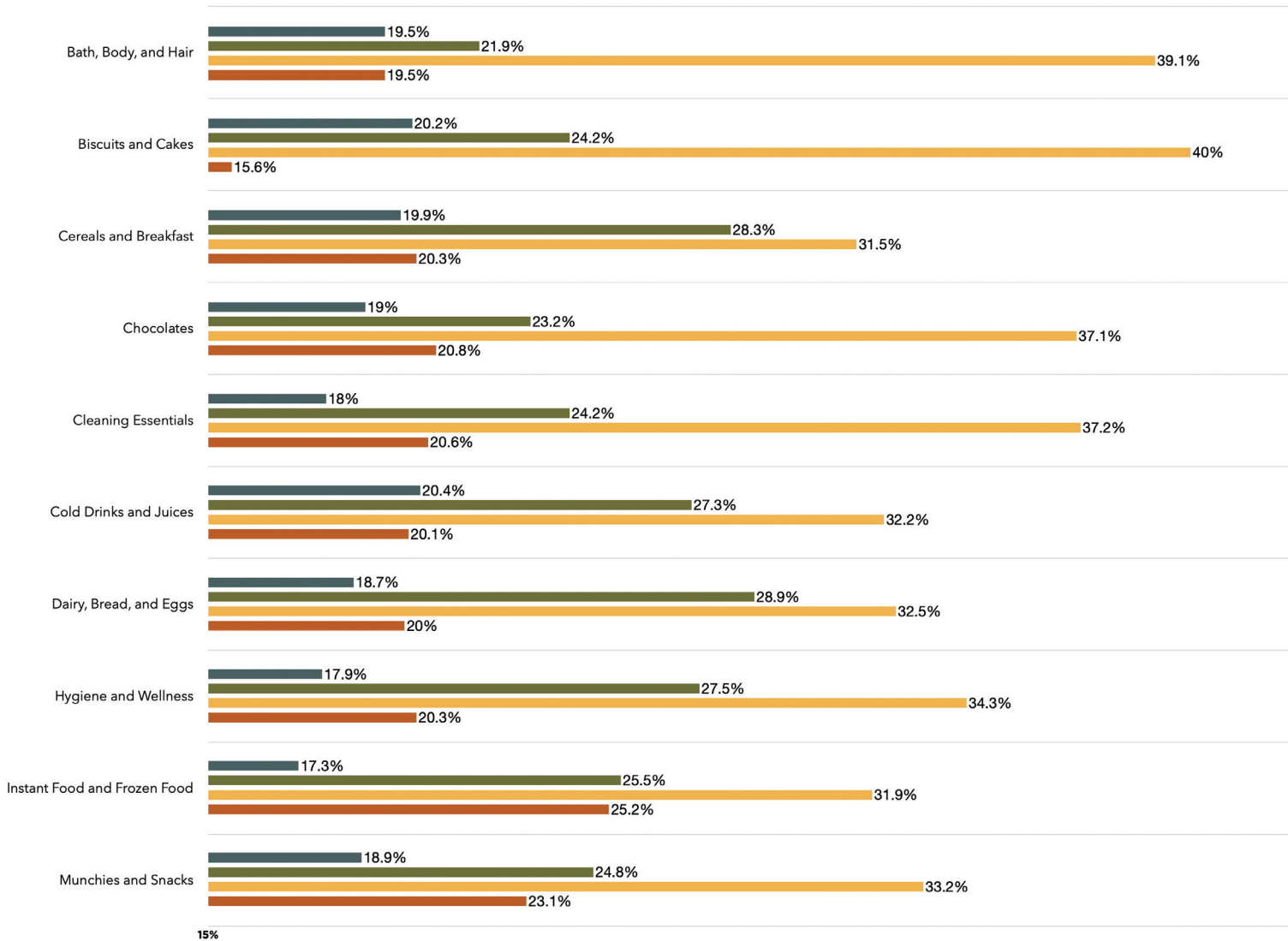


Zepto displayed the most volatile pricing strategy with price leadership dropping in April (19.4%) and June (21.6%). However, the retailer gained price leadership in July (27.3%) to stay neck to neck with Swiggy for the rest of the analysis period.

Big Basket and **Blinkit** maintained stable price leadership levels up to April 2024. Big Basket then saw a dip in May onwards (21.8%) but recovered and peaked again in July (25.4%). Blinkit, meanwhile, saw a dip in July (20.6%), but popped back up in September (26.4%).

Across all categories over the course of the year, Swiggy Instamart emerges as the price leader consistently, with biscuits and cakes emerging as the category of focus for the retailer (40%). It also leveraged its dominance in high-consumption FMCG goods like dairy, bread, and eggs as well as bath, body, and hair.

Price Leadership Trend by Category



The retailer is followed closely by Blinkit, focusing on daily essentials like bread and eggs (second to Swiggy at 28.9%), cereal, cold drinks, and hygiene and wellness products. For Zepto the category of pricing focus is instant foods and frozen foods at 25.2%. The leading category for Big Basket is cold drinks and juices at 20.4%

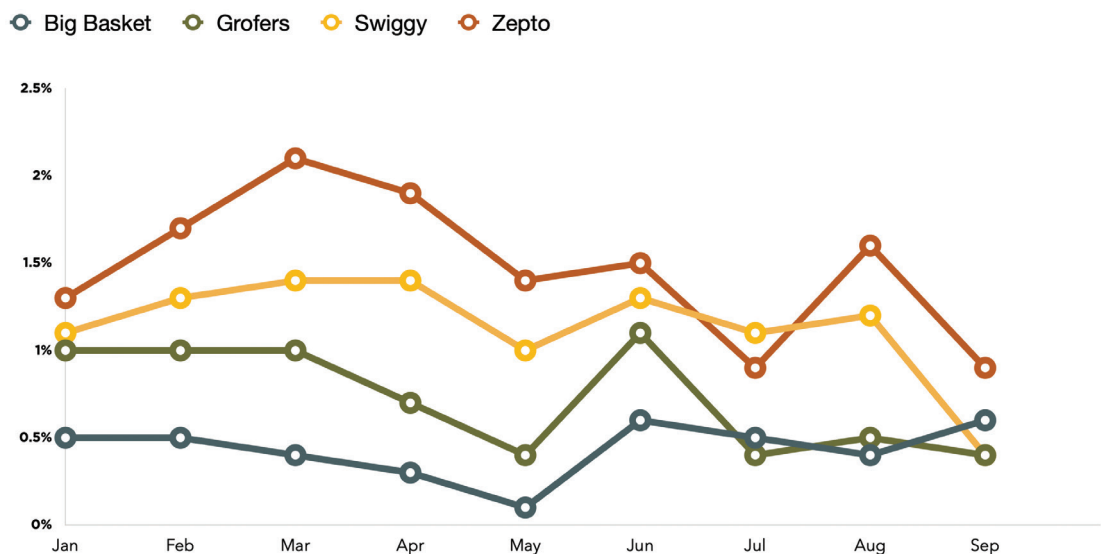


Price Change Dynamics

The following chart refers to the average magnitude of price changes across all the SKUs tracked for a quick commerce retailer month-on-month. Retailers typically make gradual, incremental price adjustments over time, referred to as price crawls. Analyzing these crawls provides insights into how quick commerce retailers respond to competitive pressures and market dynamics behind the scenes.

The average price change trends for Jan to Sep 2024 highlight Zepto as the most aggressive in terms of the magnitude of price adjustments. Zepto reached a peak price change of 2.1% in March, and consistently made adjustments throughout the year, likely in response to its competitive pricing and 10-minute delivery service, which pressures margins. In contrast, Big Basket showed far more pricing stability, with minimal price changes that averaged between 0.1% and 0.6% across the months, reflecting its focus on maintaining a steady and reliable pricing strategy.

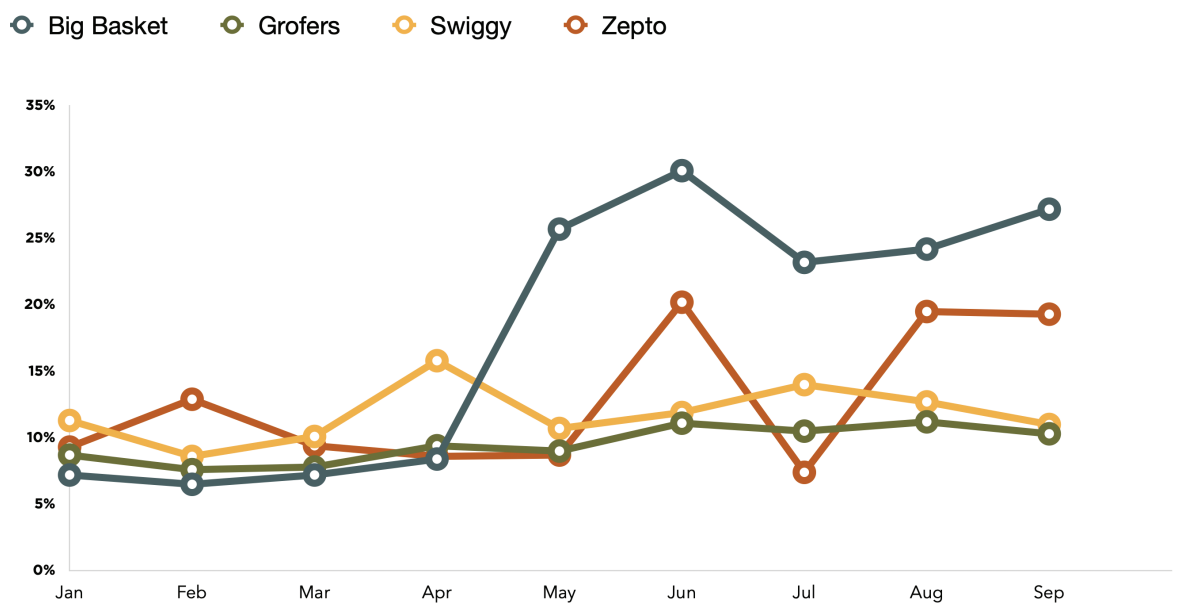
Price Change Trend



Blinkit also exhibited moderate price adjustments, with its peak changes around 1.1% in June. Swiggy Instamart mirrored this, with monthly price changes fluctuating between 0.4% and 1.4%, reaching 1.4% in March-April, reflecting a strategy that blends competitive positioning with operational stability.

Interestingly, there isn't much overlap in the average price change levels over time, with each retailer broadly following unique price change strategies.

Avg % of SKUs with Price Changes



The percentage of SKUs experiencing price changes varied by retailer, with significant changes occurring in certain months. Big Basket witnessed a sharp spate of price changes in May and June, with 25.7% and 30.1% of SKUs experiencing price changes. This is noteworthy as the retailer makes a pivot to a quicker delivery model in 2024. While the company offered grocery products in 10-minute delivery, other products were delivered within 4-5 hours. But now, the retailer has decided to merge the 2 options, allowing consumers to pick the delivery option. The increasing price changes may also reflect the changing costs associated with this shift.

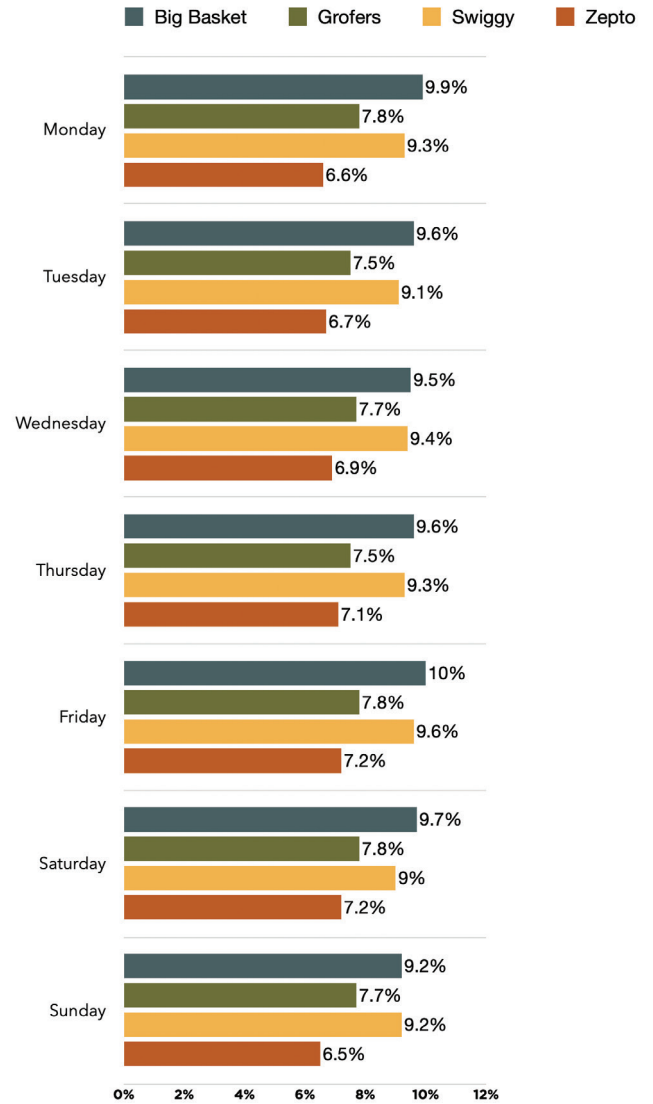
Zepto, meanwhile, continued its volatile approach, with 20.2% of SKUs undergoing price changes in June and only around 7% the next month.

Blinkit and Swiggy Instamart maintained steadier trends, with 9-12% of SKUs undergoing price changes across most months.

All four retailers distributed their price changes relatively evenly across the week. However, most retailers seem to have specific pricing levels for weekends, which gets executed on Fridays.

Big Basket showed the most activity on Fridays (10.9%) and Mondays (9.9%), while Blinkit maintained a more balanced approach with price changes averaging 7.8% on Fridays, Mondays, and Saturdays. Swiggy Instamart implemented its most changes on Fridays (9.6%), while Zepto was more active on Fridays (7.2%) and Saturdays (7.2%).

Price Change by Day of the Week by Retailer



Product Availability

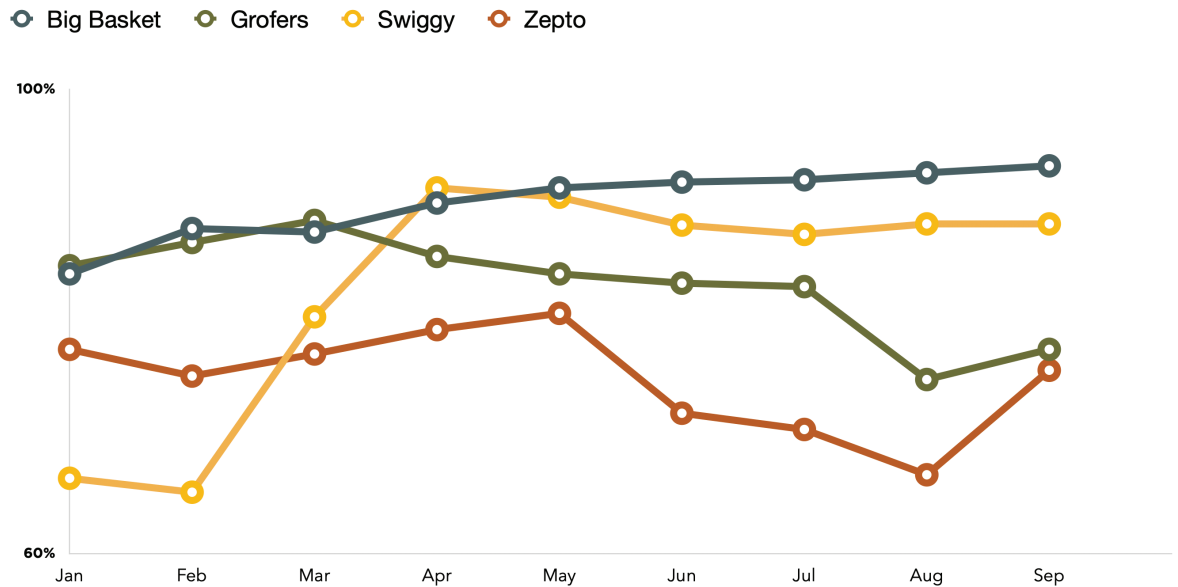
Out-of-stock (OOS) situations are a major risk in the quick commerce sector, as they directly lead to lost sales and customer dissatisfaction. Analyzing this data across competitors not just at an aggregate level but for specific pin codes or stores is essential. After all, in quick commerce, competition is always at the hyperlocal level. Therefore, maintaining a high level of product availability across key regions is essential, though 100% availability is rarely realistic. This analysis tracks average month-wide product availability for major retailers.

Big Basket seems consistent, showing steadily improving availability rates throughout the year. Starting at 84.1% in January, it steadily increased, peaking at 93.4% in September 2024. Big Basket's B2B experience comes through via the quick commerce player's stable supply chain management.

Blinkit started with similar availability rates at 84.8% in January. However, availability kept falling from March 2024, with the retailer at 77.6% in September. Swiggy Instamart saw low availability at the beginning of the year (66.5%), but it increased significantly by April (91.5%) and stayed stable throughout our analysis period (ending at 88.4% in September). Zepto, meanwhile, saw steady availability till May, but a dip in stock levels after that, falling to 66.8% in August 2024.



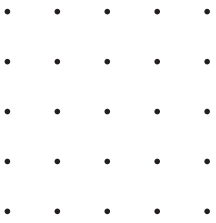
Product Availability Trend by Retailer



Big Basket clearly leads the quick commerce sector in India when it comes to product availability, offering reliable stock levels across the year. Swiggy Instamart has shown significant improvements, narrowing the gap with its competitors. Blinkit remains a stable player, though some variability mid-year suggests areas for improvement.

Given the hyperlocal nature of quick commerce, retailers aiming to compete in this space must prioritize consistent availability to meet consumer expectations and maintain loyalty.

Overall, the quick commerce landscape in India is highly competitive, with retailers employing diverse strategies to gain market share. Swiggy Instamart emerges as a dominant player, leveraging its strengths in price leadership, strategic category focus, and gradually improving availability. Competitors like Zepto, Blinkit, and Big Basket are also positioning themselves with distinct approaches to pricing and promotions to navigate this dynamic market.



The Outlook


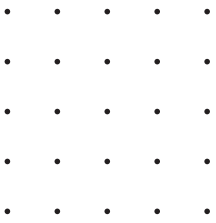
The future of quick commerce in India remains promising. The influx of new players and the expansion of existing retailers into additional geographies highlights the long-term viability of this model.

The successful Swiggy IPO highlights the growing investor confidence in India's quick commerce sector. The capital raised is expected to fuel Swiggy's expansion plans, particularly in enhancing its quick commerce services and infrastructure. The positive market reception also sets a precedent for other companies in the industry, potentially leading to more public listings and increased investments in the sector.

The emergence of players like Zepto, which have set new standards for delivery speed, has raised the bar for the industry. The expectation of 10-minute delivery, particularly among younger consumers, will continue to grow, potentially creating challenges for slower-moving legacy players. Adapting to this heightened customer expectation and finding ways to maintain competitiveness in terms of speed and convenience will be a crucial factor for the long-term success of quick commerce retailers.

Additionally, with the upcoming launches of Amazon's Tez and Tata Group's Neu Flash, as well as Reliance Retail's offerings through JioMart, the quick commerce sector in India is poised for continued evolution and growth. Retailers and brands that can effectively leverage competitive insights, innovate their offerings, and optimize their operations will be well-positioned to capitalize on the promising opportunities in this dynamic market.





DataWeave's Competitive Intelligence Solutions for Quick Commerce Companies

Data Acquisition

The platform captures detailed item-level information from both web and mobile apps, including:

- Price
- Discount
- Stock availability
- Seller location & classification
- Product images
- Promotions
- Ratings and reviews

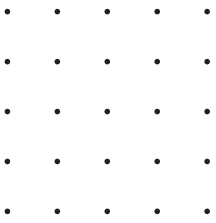
The platform also provides cart-level views, including:

- Delivery timeframes
- Itemized costs (menu price, service fees, taxes, etc.)
- Tip recommendations

Companies can leverage DataWeave to collect data from individual store locations, targeted categories, or the total portfolio. This can be done on a daily, weekly, or quarterly basis, allowing for high-frequency or periodic performance analysis.

Normalization for Cross-Platform Analysis

DataWeave transforms acquired data into actionable competitive insights, enabling cross-platform analyses. For example, identical or similar products are matched across platforms using AI, in combination with human verification. This creates a unified view of product performance, price competitiveness, and availability across platforms.



Competitive Pricing & Promotion Intelligence

DataWeave enables quick commerce platforms to optimize their competitive pricing and promotion strategies by:

- Benchmarking prices against competitors to identify whether they are higher, lower, or equal.
- Monitoring price changes and promotional frequencies over time.
- Leveraging collected data to enhance product content and ensure consistency across listings.

Assortment Intelligence

DataWeave provides insights into seller-level data to help quick commerce platforms:

- Analyze the number of sellers available per platform or category, along with individual SKUs for each seller
- Identify unique SKUs to optimize margin opportunities.
- Highlight high-performing sellers or SKUs with strong ratings and reviews that might be missing.

Data Visualizations

DataWeave's dashboard consolidates the captured data and offers refined processes for strategic insights, including:

- Competitive price index
- Price and fee changes
- Cart fee structures
- Seller assortment data
- Archived website collection images for historical trend analysis

By leveraging DataWeave's robust analytics capabilities, quick commerce platforms can stay ahead in a competitive and fast-evolving landscape.

Are you equipped with the insights you need to stay ahead?

Speak to an expert at Dataweave.

WWW.DATAWEAVE.COM

