**Maharashtra Education Society's**

**Institute of Management and Career Courses (IMCC),**

**AUTONOMOUS**

**Pune - 411038**

# ESEARCH PROJECT REPORT

**On**

# A Study on Quick Commerce in India: Growth, Challenges, and Economic Contribution


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Submitted to

**Maharashtra Education Society's Institute of Management & Career Courses (IMCC), (Autonomous) Pune- 411038**

In partial fulfilment of the requirements for the award of the degree of

**Master of Business Administration (MBA)**

**2024–2026**

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# *Acknowledgment*

I am deeply grateful to everyone who supported and guided me throughout the completion of this research project titled “Will Quick Commerce in India be Financially Stable, Grow, Stay Ahead of Competition, and Contribute to the Indian Economy?”

First and foremost, I would like to express my sincere gratitude to my faculty guide, **Prof. Harshda Raut mam**, for their valuable guidance, encouragement, and constructive feedback during each stage of this study.

I am also thankful to the **Director and Faculty Members of MES Institute of Management and Career Courses (IMCC), Pune**, for providing me with the opportunity and resources to carry out this research as part of the MBA curriculum.

My heartfelt thanks go to all the respondents who took the time to complete my survey and share their honest opinions about Quick Commerce services in India. Their inputs formed the foundation of this research.

This project has been a great learning experience that enhanced my understanding of research, financial analysis, and the real-world dynamics of the growing Quick Commerce industry in India.

# *Executive Summary*

This research project examines the rise of Quick Commerce (Q-commerce) in India, with the objective of understanding whether it can achieve financial stability, sustain growth, remain competitive, and contribute to the Indian economy.

The study used both primary and secondary data. Primary data was collected through a questionnaire answered by 111 respondents, capturing customer behaviour, satisfaction, and pricing perceptions. Secondary data was drawn from industry reports, financial publications, and reliable news sources to understand growth trends and financial metrics.

Key findings show that customer demand is strong**,** particularly among young consumers aged 18–24. The research highlights that frequency of use has a greater impact on financial stability than average order value, showing the importance of customer loyalty and repeat usage. The chi-square test confirmed that fair pricing significantly influences loyalty ($p < 0.05$), making competitive pricing a critical success factor.

Secondary data analysis reveals rapid market growth, with India's Q-commerce market projected to expand from USD 3.34 billion in 2024 to USD 11.08 billion by 2030, alongside steady growth in GMV and ARPU. However, challenges remain in the form **of** high operating **costs** and dependence on investor funding, which raise concerns about long-term profitability.

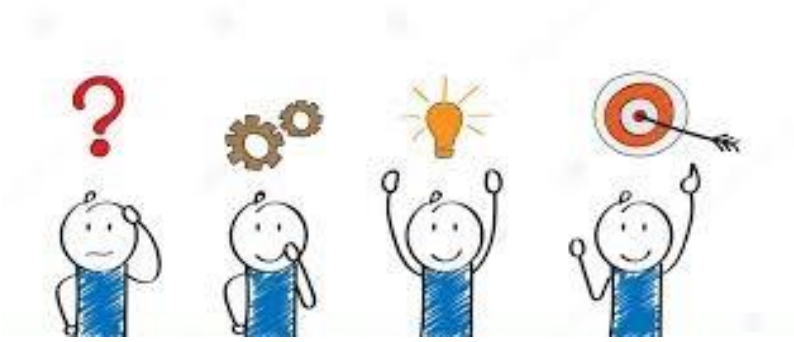
The study concludes that Q-commerce is on a promising growth path and is reshaping consumer habits in urban India. To secure financial stability and ensure long-term success, companies must focus on maintaining fair pricing, encouraging repeat usage, and improving operational efficiency. With these strategies, Q-commerce can continue to grow and make a meaningful contribution to the Indian economy.



# *A Study on Quick Commerce in India: Growth, Challenges, and Economic Contribution*



## *Will Quick Commerce in India be financially stable, Grow, Stay Ahead of the competition, and contribute to the Indian economy?*



In recent times, many digital entrepreneurs in India have been exploring quick commerce a model that promises ultra-fast delivery of products, often in 10 to 30 minutes. While this model is similar to traditional e-commerce in taking online orders and accepting payments, its standout feature is speed. Q-commerce is gaining traction among busy consumers in metro cities, where convenience and time-saving services are highly valued.

Although some Businesses in this space are seeing promising growth, others are struggling to build a profitable model. This uneven performance raises concerns, especially about how such rapid delivery services could affect local shops, small businesses, and economic indicators like per capita income. Stores selling groceries, daily essentials, medicines, and electronics could see a dip in demand due to customers preferring the convenience of app-based deliveries.

Several financial report's view Q-commerce as an exciting innovation. However, experts are still uncertain about its long-term potential in India. Since its success currently depends on a narrow range of products and customer habits, there is concern about whether it can survive in a highly competitive environment.

This research project aims to explore key questions:

- Can Q-commerce build a financially stable business model in India?
- Will it grow sustainably while contributing to different sectors of the Indian economy?
- Can it hold its ground against established platforms like Amazon, Flipkart, and Jio-Mart that already have strong networks and deliver a wide range of services?

We'll also look at whether instant delivery businesses can expand their customer base effectively without compromising on speed, quality, and profitability. By studying market reports, customer behaviour, and existing business models, this research will try to understand whether Q-commerce is just a short-term trend or a long-term shift in how people shop in India.



## *Major Contributors to the Expansion of India's Quick Commerce Market*

- **Blinkit**
- **Swiggy Instamart**
- **Zepto**
- **Big Basket**

### *Blinkit:*

Blinkit, earlier known as Grofers, is one of the top companies in India's quick commerce market. It delivers groceries and daily-use items in just **10 to 20 minutes**. This fast service has made shopping easy and quick for people in big cities.

Blinkit uses small local warehouses, called dark stores, to keep items close to customers. This helps them pack and deliver orders very fast. After getting support from Zomato, Blinkit grew faster and reached more cities.

Blinkit has changed how people shop for daily needs. Instead of going to stores, people now order from the app and get things at home in minutes. It also pushed other companies to try fast delivery.

Because of its new ideas and fast service, Blinkit is seen as a key player in growing Quick Commerce in India.

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### *Swiggy Instamart:*

Swiggy Instamart is also a fastest delivery service started by Swiggy in India, which is known for food delivery in India. Instamart brings groceries and daily items to your doorstep in **15 to 30 minutes**.

It works by keeping products in local mini-warehouses, so delivery partners can quickly pick and deliver them. Instamart is active in many big cities and has made it easier for people to get everyday things without going out.

Since Swiggy already had a strong delivery network, it helped Instamart grow fast. People who trust Swiggy for food also started using it for groceries.

Swiggy Instamart is now one of the top names in quick commerce and is helping more people enjoy fast and easy shopping from home.

## *Zepto:*

Zepto is also one of the fastest-growing quick commerce companies in India. It became popular by promising **delivery in just 10 minutes**.

Zepto focuses on daily-use items like groceries, snacks, and household products. It uses small local warehouses to keep items close to customers. This helps them deliver orders very quickly.

Started by two young entrepreneurs, Zepto is now active in many big cities. Its fast service and easy app have made it popular, especially among young and busy people.

Zepto has helped make quick commerce famous in India and is one of the **top players** changing the way people shop.

## *Big Basket:*

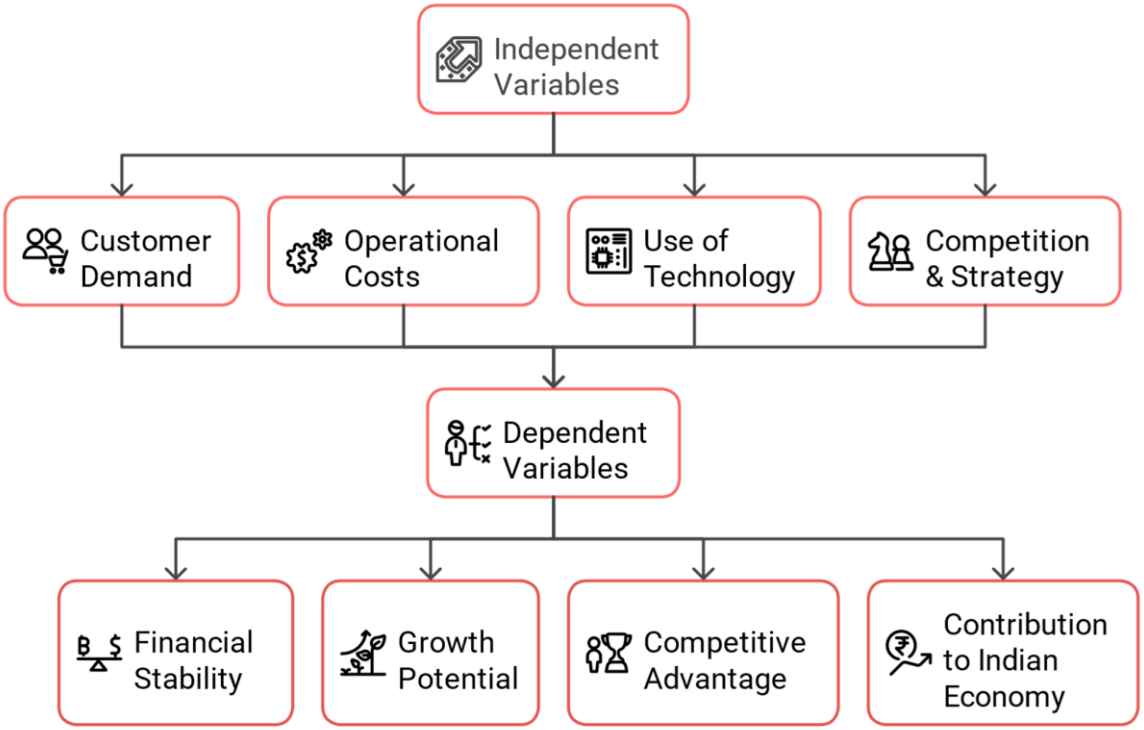
Big Basket is one of the early companies in India that made online grocery shopping popular. At first, it focused on scheduled deliveries, but it later added a faster service known as BB **Now**, which brings orders to customers within 30 to 60 minutes. Even Big Basket promotes its fast delivery service with the popular regional tagline: **"10 min andre, Big Basket ondre ,"** which means "If it's 10 minutes, it has to be Big Basket."

To speed up its service, Big Basket now stores popular items in smaller delivery points closer to residential areas. This allows delivery partners to reach customers more quickly.

Because of its large product range, strong reputation, and wide network, Big Basket has become a trusted name. Now, with quicker deliveries, it is also playing an important role in the growing quick commerce market in India.



## *Understanding the Important Elements of the Study (Research Variables)*




To explore the future of Quick Commerce in India, this research will focus on certain important elements called variables. These variables help us understand the connection between what is happening in the industry and what results are being seen or expected.
In simple terms, variables are the building blocks of research. They allow us to study what is causing changes and what is being changed as a result.

### Types of Variables Used in This Study:

There are two main types of variables in research:

1. **Independent Variables** – These are the factors that may influence the outcome.
2. **Dependent Variables** – These are the results or effects that we are trying to study.

Let's understand them in detail with reference to the Quick Commerce industry.

### 1. Independent Variables (Things That Might Influence Quick Commerce):

These are the factors that play a key role in shaping the success or failure of Quick Commerce companies. In this research, we are considering the following:

#### i. Customer Demand and Buying Behaviour

Quick Commerce exists only because people want products delivered quickly. How often people order groceries or daily items, and how satisfied they are with delivery time, affects the company's overall performance. High customer demand usually means more revenue and faster growth.

### ii. Operational and Delivery Costs

Quick Commerce companies have very high daily expenses — paying delivery staff, renting warehouses close to customers (called dark stores), fuel for bikes, packaging materials, and so on. If these costs rise and income doesn't match, the company struggles to stay profitable.

### iii. Use of Technology and Automation

Technology plays a very big role in making the system work smoothly — tracking orders, managing stock, assigning delivery agents, and predicting customer needs. Companies using better tech are usually faster, more efficient, and can handle more orders.

### iv. Competition and Market Strategy

Quick Commerce is a very competitive space. Many companies offer similar products and fast delivery, so the way they attract and retain customers matters a lot. Marketing campaigns, discounts, offers, delivery promises (like 10-minute delivery), and user experience can all influence which brand performs better.

## 2. Dependent Variables (Results or Outcomes We Are Measuring):

These are the main things we want to find out through this research — the actual outcomes.

### i. Financial Stability of Companies

We are trying to understand if Quick Commerce businesses are earning enough money to cover their costs and make profits. Many of them are running on investor money, and the question is whether they can survive without constant funding.

### ii. Growth Potential

Are these companies expanding into more cities? Are they launching new categories of products or services? Growth shows the business is doing well and people trust it.

### iii. Staying Ahead in the Competition

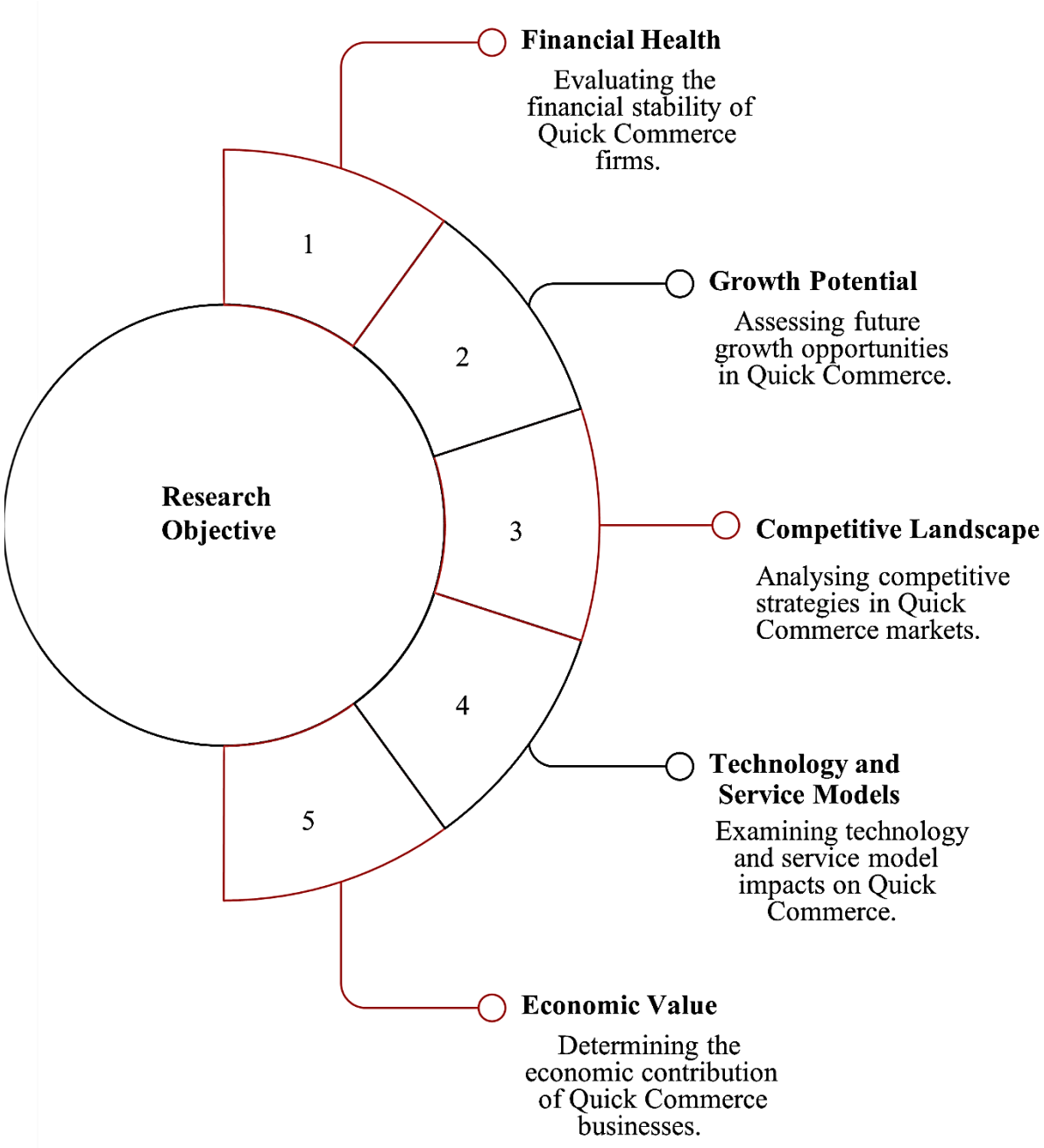
We want to check whether companies are able to keep their customers happy and loyal, even when new players enter the market or rivals lower their prices.

### iv. Contribution to the Indian Economy

This includes job creation (delivery partners, warehouse workers), tax paid to the government, use of digital payments, and support to local Kirana stores and FMCG brands. If Quick Commerce grows, it can help the economy grow too.

These variables will help us build the full picture and understand whether Quick Commerce is just a trend or a strong future business model in India

# ***Research Objective***




This research aims to explore how well the Quick Commerce sector in India is performing and whether it has the potential to succeed in the long term. In recent years, many start-ups and large companies have entered this space, promising ultra-fast deliveries of daily needs within 10–20 minutes. While this business model is gaining popularity, there are still many questions about whether it can be financially strong, grow steadily, stay competitive, and benefit the Indian economy.

The main objective of this study is to understand if Quick Commerce is just a passing trend or if it is truly capable of becoming a financially stable and economically impactful part of India's retail and digital landscape.

To achieve this, the study focuses on the following specific goals:

## 1. To understand the financial health of Quick Commerce businesses

The study will explore whether these companies are earning enough to cover their expenses or if they are mostly running on investor money. It will also look at their cost structures, revenue models, and overall financial performance.

## 2. To find out how much scope there is for future growth

This includes examining how Quick Commerce businesses are expanding into new areas, especially Tier-2 and Tier-3 cities, and whether they can scale up operations without increasing losses.

## 3. To study how these companies are dealing with competition

With many players like Blinkit, Zepto, Instamart, and Big Basket in the market, this objective looks at what strategies are being used to attract and keep customers — such as pricing, speed, customer service, and delivery networks.

## 4. To examine the role of technology, customer behaviour, and service models

The research will study how tech tools like apps, GPS, dark stores, and automation are helping companies operate faster and smarter. It will also consider how changing customer habits are shaping this business model.

## 5. To assess the economic value of Quick Commerce in India

The study will try to understand how this industry is contributing to the Indian economy — by creating jobs (like delivery partners), encouraging digital payments, increasing demand for local products, and paying taxes.

## • SMART Evolution of Objectives

**• Specific:**
The study clearly focuses on Quick Commerce companies in India. It looks at their money matters, how fast they are growing, how they compete with each other, how they use technology, how customer behaviour is changing, and whether they are useful for the country's economy.

**• Measurable:**
We can measure all of this by using real information — like how much money they earn and spend, how many cities they are in, how fast they deliver, what customers think of them, how many jobs they create, and how often people use digital payments on their platforms.

**• Achievable:**
This research can be done by using information from company websites, news reports, financial articles, government data, and expert interviews. So, it's possible to complete it within the given time and resources.

• **Relevant**:
This topic is very important right now. Many people are using these fast delivery services, and businesses are investing a lot in them. So, it's useful to study whether this trend can stay strong and benefit India in the future.

• **Time-bound**:
The study will mostly look at the time period from 2020 to 2025, which is when Quick Commerce really started growing. It will also try to guess how things might look by 2030.



# ***Literature review***

Quick Commerce (Q-commerce) industry in India is growing rapidly, transforming how consumers buy daily essentials. With promises of delivery within 10–20 minutes, Q-commerce is reshaping the Indian retail and digital economy. This literature review covers insights from two major studies — one academic and one industry-focused — to understand the financial, operational, and economic landscape of Q-commerce in India.

## Section- A

### ❖ Evolution and Market Growth of Quick Commerce

According to Ranjekar & Roy (2023), Q-commerce developed as a response to increased consumer demand for faster deliveries, especially during the COVID-19 pandemic. It blends the convenience of e-commerce with hyperlocal logistics, offering ultra-fast deliveries of essentials. Similarly, EMQQ Global (2024) reports that the industry has grown more than 600% in the past five years and is projected to reach a market size of $40 billion by 2030. The sector's current leaders Blinkit, Swiggy Instamart, and Zepto dominate Tier 1 cities but are now rapidly expanding into Tier 2 and Tier 3 regions, indicating enormous untapped potential.

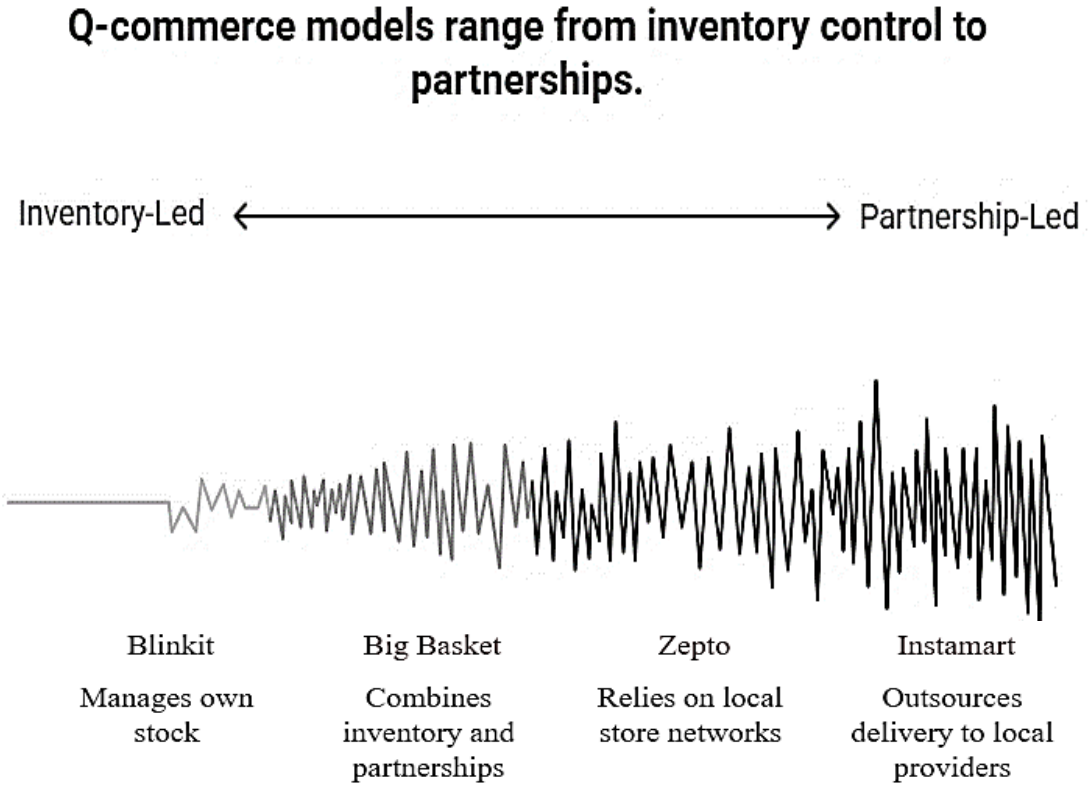
- **Business Models and Infrastructure**

Ranjekar & Roy (2023) identify multiple business models driving the Q-commerce sector:

Inventory-led model (e.g., Blinkit, Big Basket)

Hyper-local partnerships (e.g., Zepto, Dunzo)

Multi-vendor marketplaces (e.g., Instamart, Amazon Fresh)



These models rely on “dark stores “small warehouses located close to residential areas which are stocked based on predictive data analytics. EMQQ Global (2024) explains that companies like Blinkit operate dark stores less than 1 mile apart and stock up to 10,000 products, ensuring that delivery times remain under 10 minutes. Restocking typically happens overnight to ensure efficiency during peak hours.

This use of real-time logistics and hyperlocal warehousing is central to financial performance. Both sources agree that operational cost management and technology-backed infrastructure are key to sustainability in Q-commerce.

## ❖ Financial Sustainability and Growth Challenges

While the sector is expanding, its financial sustainability is under question. Ranjekar & Roy (2023) argue that high operational costs, heavy customer discounts, and low average order values make profitability difficult. EMQQ Global (2024) supports this by highlighting concerns about how most Q-commerce players rely heavily on external funding, especially in the early stages. The average order value is around $6 (₹500), which barely covers costs in most cases.

Despite this, Zepto has achieved a revenue run rate of $3 billion, and Blinkit, backed by Zomato, continues to scale aggressively. This indicates strong growth, but long-term financial health depends on better cost control, higher customer retention, and improved unit economics.

## ❖ Technology and Customer Behaviour

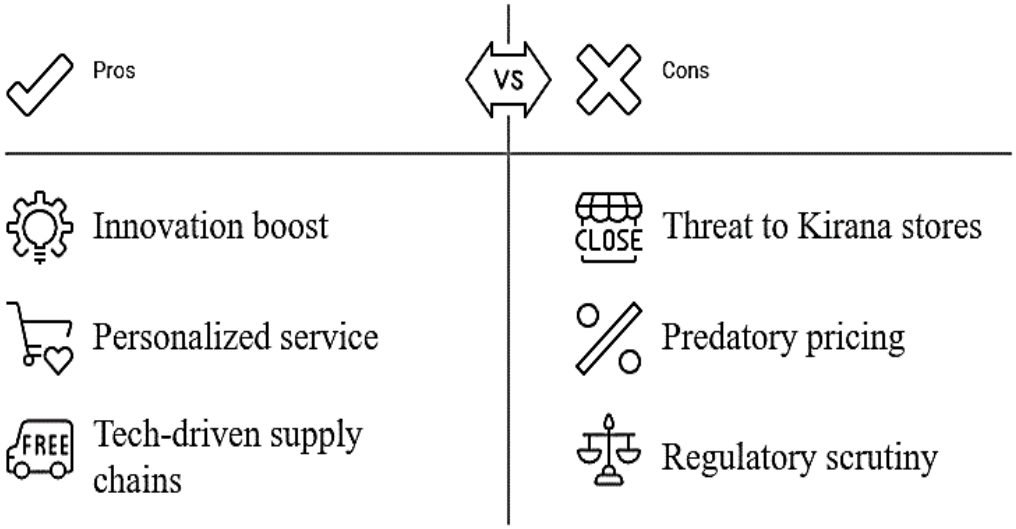
Both papers highlight how technology plays a vital role in Q-commerce operations. Ranjekar & Roy focus on the use of automated order management systems, AI-driven route planning, and inventory optimization tools. EMQQ Global adds that customers primarily use Android-based apps to order products, with delivery partners relying on GPS-based systems for navigation.

Consumer behaviour is shifting rapidly, with people now expecting groceries and even electronics within minutes. This change is driving demand but also increasing pressure on companies to maintain speed without compromising financial margins.

## ❖ Competition and Disruption in Retail

The rise of Q-commerce is not only challenging e-commerce giants like Amazon and Flipkart but also threatening India’s 13 million Kirana stores. According to EMQQ Global (2024), Q-commerce’s expansion is seen as disruptive, with trade associations accusing it of harming small retailers through predatory pricing. The Competition Commission of India has even begun looking into the matter, signalling future regulatory challenges.

However, both sources emphasize that innovation, personalized service, and technology-driven supply chains may help Q-commerce and Kirana stores co-exist in the long term especially if Q-commerce companies partner with local retailers instead of replacing them.




## ❖ Contribution to the Indian Economy

From an economic standpoint, Q-commerce is contributing to job creation, digital payments adoption, and investments in urban infrastructure. EMQQ Global (2024) points out that thousands of delivery partners are now working with platforms like Blinkit and Zepto. The sector is also helping local suppliers and farmers by enabling faster access to urban markets.

Yet, the challenge of maintaining fair wages and working conditions for delivery partners remains. Ranjekar & Roy suggest that the long-term economic benefit will depend on how well Q-commerce companies balance growth with social responsibility and regulatory compliance

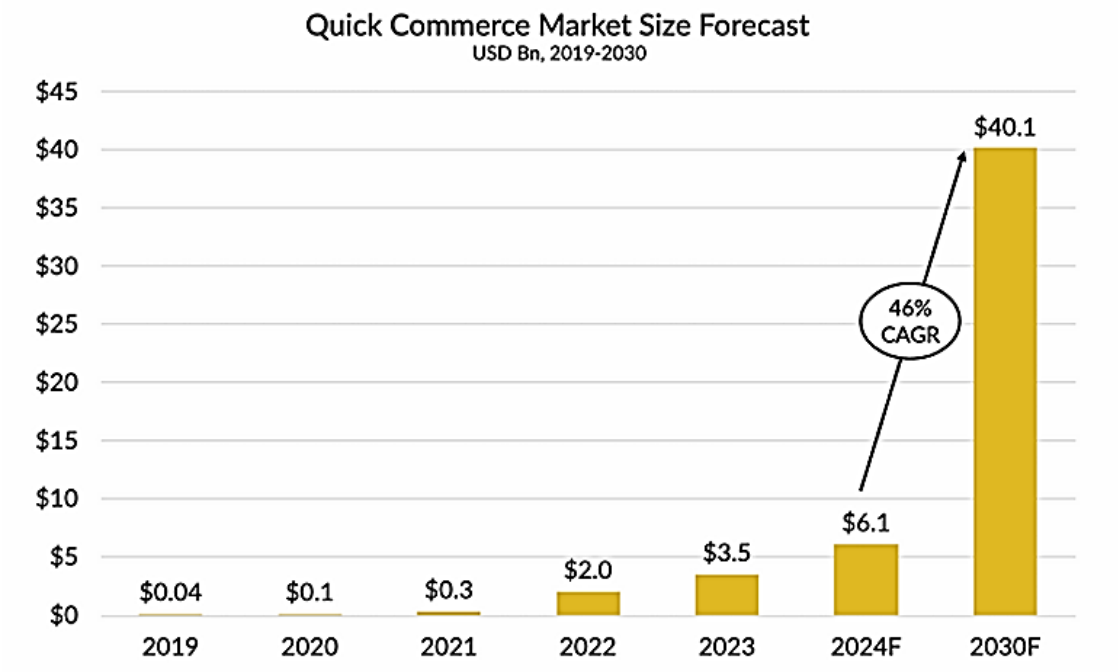
## ❖ Financial Viability and Cost Pressures (Nikhil Kamat, YouTube Insight)

A recent analysis video, "Will Quick Commerce Be Profitable in India?" draws attention to the pressing issue of last-mile delivery costs, a core barrier to profitability. It explains that Quick Commerce thrives in India due to unique demand dynamics, but faces similar cost challenges as seen in more developed markets making it difficult to sustain without external funding. This insight reinforces concerns raised in the reports by Ranjekar & Roy (2023) and EMQQ Global (2024), emphasizing that unless delivery costs are better controlled, financial sustainability remains elusive.

A comparison of major Q-commerce platforms in India shows operational diversity. Blinkit and Zepto use inventory-led models with dark stores for 10-minute delivery. Instamart combines own stock and partner vendors. Dunzo follows a hyperlocal model, while Big Basket's BB Now offers 20 to 40-minute delivery in many cities. The table below highlights their key differences.

| Platform | Business Model | Avg. Delivery Time | City Coverage | Funding Stage / Ownership |
|---|---|---|---|---|
| **Blinkit** | Inventory-led (dark stores) | 10 minutes | 25+ cities | Acquired by Zomato (2022) |
| **Zepto** | Inventory-led (micro-warehouses) | 10 minutes | 20+ cities | Raised $665M+ (Tiger Global, Nexus) |
| **Instamart** | Multi-vendor + Inventory | 15–30 minutes | 30+ cities | Owned by Swiggy |
| **Dunzo** | Hyperlocal aggregator | 30–45 minutes | 10+ cities | Backed by Reliance & Google |
| **Big Basket** | Inventory-led + Subscription (BB Now) | 20–40 minutes (BB Now) | 50+ cities | Owned by Tata Group |

In addition to qualitative insights, the following chart provides a data-driven view of the industry's remarkable expansion. Based on projections by EMQQ Global (2024), Quick Commerce in India is expected to grow from $0.04 billion in 2019 to $40.1 billion by 2030 an annual CAGR of 46%. This growth potential justifies the importance of studying the sector's financial viability, competitive positioning, and economic contribution.




**Source: EMQQ Global (2024)**

## Section- B

### ❖ Review by Variables

## 1. Customer Demand in Quick Commerce

Quick Commerce, or Q-commerce, has captured the attention of Indian consumers by promising delivery speeds of under 10 minutes. This ultra-fast format is more than just a trend—it's a reflection of how consumer expectations have drastically evolved in urban India.

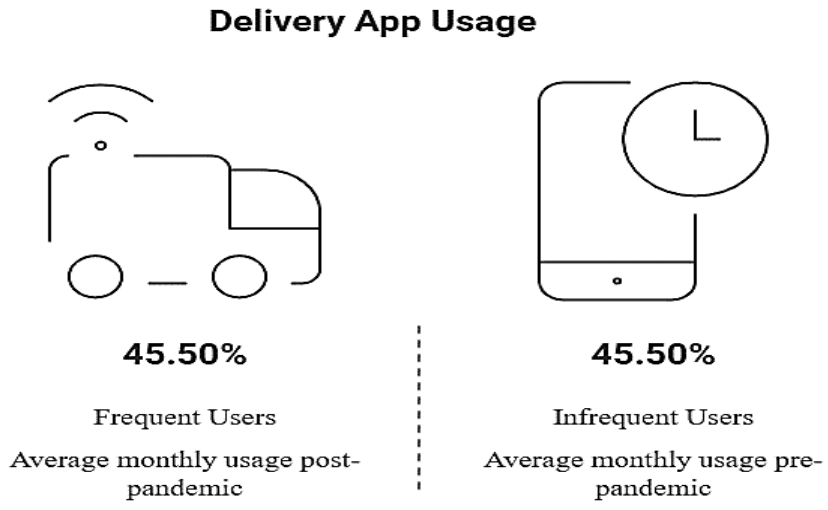
According to EMQQ Global (2024), the surge in Q-commerce is largely driven by younger consumers in metro cities who seek convenience, speed, and mobile-first services. Today's consumers no longer plan grocery runs in advance; instead, they place small, spontaneous orders multiple times a week. This shift toward "impulse convenience" is particularly evident among people aged 18–35, who are also the most active smartphone users.

The Breakdown podcast with Nikhil Kamat (2025) reinforces this point. Kamat observed that for millennials and Gen Z, delivery in 30 minutes feels outdated. Consumers expect instant gratification—and platforms like Zepto, Blinkit, and Instamart are racing to meet that demand. He called this behaviour "need-based micro-purchasing," where buyers prioritize speed over bulk-buy savings.

Adding a broader perspective, a Drishti IAS editorial (2024) discussed how Q-commerce is not just an urban luxury anymore. Thanks to growing digital literacy and smartphone penetration, even semi-urban and Tier 2 cities are adapting to app-based instant shopping. The appeal lies in time-saving, ease of use, and the comfort of doorstep service.

Meanwhile, the YouTube video on Zepto's growth (2024) highlighted how their customer base is now placing 2–3 orders weekly often for snacks, groceries, or forgotten essentials. This shows that convenience is reshaping demand patterns and redefining how consumers interact with retail.

Collectively, these sources make it clear that the rise of Q-commerce is driven not by pricing, but by changing lifestyle needs. The consumer is no longer just a buyer—they are a time-conscious decision-maker, seeking speed, reliability, and seamless digital experiences.



## 2. Operational Cost Pressures and Funding Models

While the demand side of Q-commerce looks promising, the backend tells a different story. Fast delivery sounds great for customers but it's extremely expensive for businesses.

Ranjekar & Roy (2023) explain that one of the biggest cost burdens in Q-commerce is last-mile delivery. It can account for up to 40% of operational costs. Maintaining a network of dark stores (mini-warehouses close to residential areas), paying delivery partners, and restocking inventory regularly these are all costly activities that eat into profit margins.

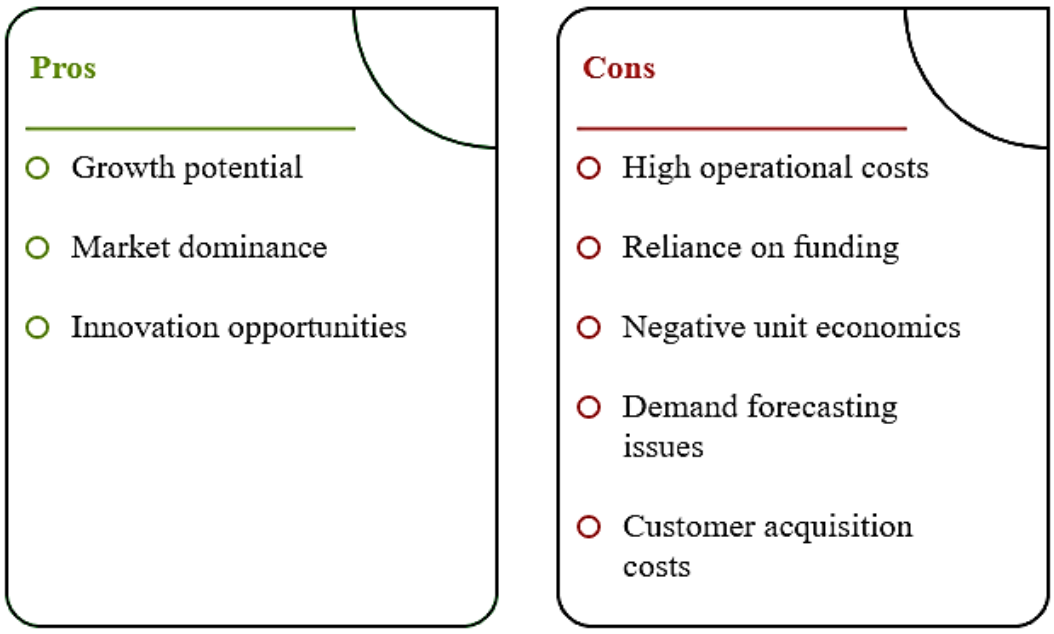
In the Breakdown podcast, Nikhil Kamat emphasized that most Q-commerce players in India haven't cracked the profitability code. He explained how start-ups are burning investor capital just to maintain scale. "They're not making money per order," he said. "They're making losses to gain market share."

The EMQQ Global (2024) report supports this by highlighting that average order values are low—around ₹500—and margins are razor-thin. To make money, companies would need either higher order sizes or ultra-efficient logistics, which currently remain a challenge.

From a policy lens, Drishti IAS (2024) also raised concerns about sustainability. The editorial warns that unless delivery practices become more efficient, the cost burden will be transferred to delivery workers or small suppliers, creating systemic imbalances.

The Economic Times recently reported that many platforms are now exploring automation like AI-driven inventory planning and self-checkout warehouses but these solutions require high capital investment. As a result, start-ups remain dependent on VC funding, which may not be sustainable long term.

In essence, the Q-commerce model thrives on speed, but speed comes at a price. And until that price can be reduced through better technology and scale, profitability will remain elusive.



## 3. Gaps in the Literature

Despite growing attention from industry and academia, several key questions about Q-commerce in India remain unanswered.

Firstly, while studies like EMQQ Global (2024) and Ranjekar & Roy (2023) cover market trends and operational strategies, there is still limited empirical research on financial metrics such as break-even points, profit ratios, and unit economics. For a sector so heavily funded and fast-growing, this is a major gap.

Secondly, while consumer behaviour in metro cities is well-documented, less is known about Q-commerce's feasibility in Tier 2 and 3 towns. The Drishti IAS article mentions growing adoption in these areas, but few academic studies have explored whether infrastructure, digital access, and cost dynamics truly support long-term scaling there.

Third, there is minimal academic focus on the social and environmental impact of Q-commerce. For example, the Breakdown podcast and Economic Times have raised ethical concerns like overworked delivery partners, packaging waste, and road safety risks—but these topics are rarely studied in depth.

Lastly, platforms like Zepto and Blinkit are using cutting-edge logistics tech, as shown in the YouTube video on Zepto's rise, but literature hasn't caught up with how this tech affects cost control and consumer satisfaction.

These gaps highlight the importance of this research project. There is a pressing need to explore not just whether Q-commerce is growing, but whether it is growing responsibly, sustainably, and profitably especially in the Indian context.

| No. | Gap Area | What's Missing | Supported By |
|---|---|---|---|
| 1 | Financial Analysis of Q-commerce | Limited research on break-even, profit margins, and unit economics of Indian Q-commerce start-ups. | EMQQ Global (2024), Ranjekar & Roy (2023) |
| 2 | Tier 2 & Tier 3 City Focus | Lack of detailed studies on how Q-commerce works in small towns with weak infrastructure. | Drishti IAS (2024) |
| 3 | Social & Environmental Impact | Very few studies discuss gig worker exploitation, packaging waste, and delivery stress. | Breakdown Podcast (2025), Economic Times (2024) |
| 4 | Role of Advanced Technology | No deep research yet on how AI, dark stores, and routing tech affect cost and customer experience. | Zepto YouTube Video (2024), Ranjekar & Roy (2023) |

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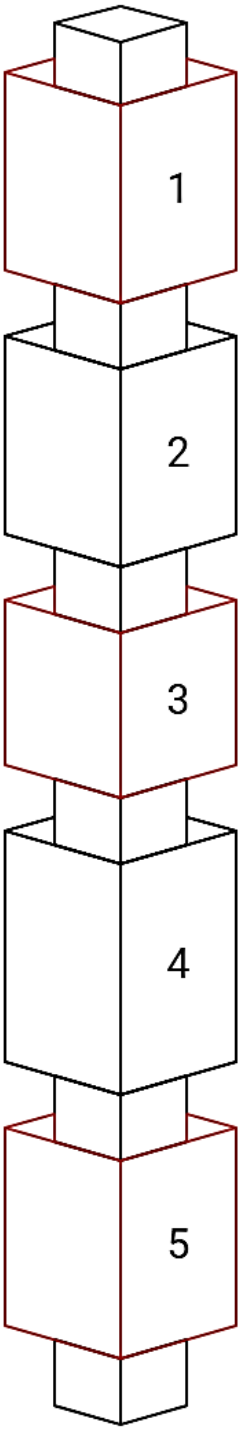
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- ✓ The Breakdown. (2025, March 2). *Will Quick Commerce be Profitable in India?* [Podcast]. Hosted by Nikhil Kamat. YouTube. https://youtu.be/GuPT-BDzsHU?si=nb5ty2oyLZwYFa3b

- ✓ Backstage with Millionaires. (2024, February 11). *How Zepto became India's fastest unicorn* [Video]. YouTube. https://youtu.be/VqYhU6eKNCc?si=iKraPoilI2DSc-f-




# ***Deriving the Hypothesis***




**Customer Demand**

Understanding and meeting customer needs

**Technology Integration**

Leveraging technology for efficiency

**Cost Management**

Optimizing operational costs

**Competitive Landscape**

Navigating market competition

**Financial Stability**

Achieving sustainable financial health

Based on the research objectives and insights gained from the literature review, the following hypotheses have been framed to guide the direction of this study:

## Hypothesis 1

### $H_1$: *Customer demand, have a significant impact on the financial stability of Quick Commerce firms in India.*

**Justification:**
Several studies, such as **Ranjekar & Roy (2023)** and insights from **EMQQ Global (2024),** emphasize that fast-changing customer behaviour and digital infrastructure are reshaping the Quick Commerce model. Increased demand for 10to15-minute deliveries has driven the need for heavy investment in last-mile delivery and warehousing, which directly affects cost structures and financial outcomes. Therefore, testing whether these factors truly influence financial stability is essential for evaluating the sector's long-term sustainability.

## Hypothesis 2

**H2:** ***Consumers who perceive pricing as fair are more likely to continue using Quick Commerce.***

**Justification:**
The Quick Commerce market is very competitive, with major players like Blinkit, Zepto, and Swiggy Instamart trying to attract customers through speed, pricing, and user experience. Research **by Risba Singh (2024)** and supporting economic reports point out that factors such as innovation, product bundling, and personalized services are important ways for firms to differentiate themselves. Among these, pricing plays a key role in influencing customer loyalty. If consumers believe prices are fair, they are more likely to continue using these services, helping companies grow and stay ahead in the market.

# ***Preparing the Research Design***

In this part of the research, I'm going to plan how the overall study will be done. A research design works like a blueprint. It helps me stay focused, decide what kind of data I need, and how I will analyse it later. Since my topic is based on understanding the financial growth, market position, and stability of the Quick Commerce industry in India, I have chosen the following research design:

## Type of Research: – Descriptive

This research is descriptive in nature. That means I am not trying to build a brand-new theory or deeply explore something unknown. Instead, I want to describe the current trends, behaviours, and performance of Quick Commerce businesses. For example, I want to know

• How is customer demand affecting these businesses
• How are they using technology and managing costs
• Are they financially stable
• How do they handle competition

These are all things that can be studied using existing information and data which makes descriptive research the best choice.

## Research Approach: – Quantitative

I have selected a quantitative approach. That means I will be focusing on numbers, data, and measurable facts. I want to analyse

- Market share
- Revenue trends
- Cost patterns
- Customer orders
- Competitive pricing

This method is suitable because it helps me to prove or disprove the hypotheses, I have created earlier using statistical tools and real-time data from trusted sources like government reports, market analytics platforms, and financial websites.

## Time Horizon: – Cross-Sectional

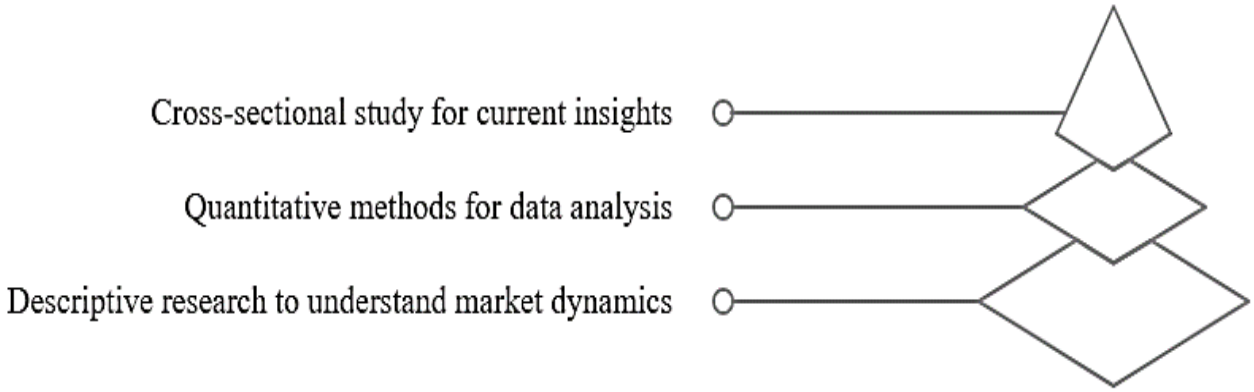
This study is cross-sectional. That means I will collect and analyse data from a specific time period, not over several years. My goal is to understand the current situation of Quick Commerce in India in 2024–2025.

For example, I will collect financial data of companies like Blinkit, Zepto, Instamart, and Zepto for the latest available year or quarter. This is enough to study their recent financial health and market behaviour.

A longitudinal study, which tracks changes over time, is not needed here because

- The sector is still growing fast and changing every few month
- I want to give a snapshot of what's happening right now
- It fits the time limits of an academic research project

| Component | Selected Option | Reason |
|---|---|---|
| Type | Descriptive | To explain current status of Quick Commerce businesses in India |
| Research Approach | Quantitative | To use measurable data and apply statistical analysis |
| Time Horizon | Cross-Sectional | To study the present market conditions instead of long-term changes |



# ***Finalizing Sampling Plan***

To understand how Quick Commerce is performing in India, I need to collect real opinions from people who are actually using these services. This step will help me know who I'm going to ask questions to, how many people, and why I'm choosing them.

## 1. Who will be part of my study: Population

The people I want to focus on are:

- Those who live in Indian cities
- People who use apps like Blinkit, Zepto, Instamart,
- Mostly aged between 18 and 45, since they are more familiar and comfortable with using these fast delivery services

These are the individuals who can best share their views about how these platforms are doing financially and whether they meet customer expectations.

## 2. How many people I will ask: Sample Size

I have decided to take responses from **100 to 120 people**. This number is good enough for a student-level research project. It gives me enough data to analyse, but it's also manageable within my time and resources.

## 3. How I will choose them: Sampling Technique

I will use a non-probability sampling method, specifically convenience sampling.
This means:

- I'll reach out to people who are easy to contact like my friends, classmates, working professionals, and people on social media who use these apps.
- This approach is practical for my project because I have limited time and access.
- It may not represent every single person in India, but it will still give valuable insights from real users.

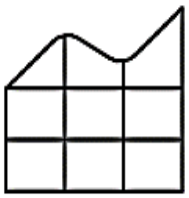
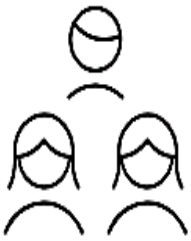
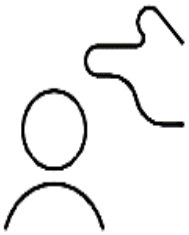
## 4. Why this sample size makes sense: Justification

Choosing around 100to120 people allows me to:

- Collect enough responses to see useful patterns and trends
- Do the analysis in a realistic timeframe
- Use simple graphs and charts to explain my findings
- Make the research easier to manage, without making it too complex or too broad

Even though it's not a very large sample, it's perfect for an academic project and helps me answer the research questions properly.

| Population | Sample Size | Sampling Technique | Justification |
| --- | --- | --- | --- |
| Urban Indian users of Quick Commerce apps. | 100–120 respondents will be surveyed. | Non-probability, using Convenience Sampling method. | Easy access, time constraints, academic scope. |

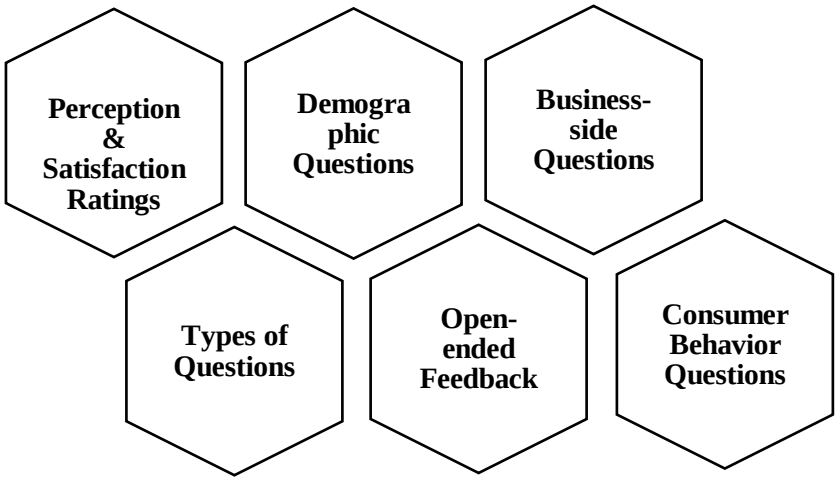

# ***Questionnaire***

To collect data for this research project, a structured questionnaire was designed. The questions are based on the research objectives and cover both consumer and business-side perspectives of Quick Commerce in India. The questionnaire includes multiple types of questions such as multiple choice, rating scale, and open-ended to capture a wide range of information.

It starts with demographic questions to understand the background of the respondents. Then it moves on to questions related to consumer habits, satisfaction levels, and perceptions about quick delivery services. Two open-ended questions were added to allow participants to share their personal views and experiences in detail. Some business-related questions were also included to gather insights that could be useful from a company or internal research point of view.

The questions were kept simple, unbiased, and easy to understand. The flow of questions is logical and smooth, making it easier for respondents to complete. Before finalizing the questionnaire, a small pilot test was done with 8 respondents to check clarity and relevance.

The full questionnaire is attached in the Appendix.




***(The questionnaire is attached in the appendix.)***

# ***Data Collection***

## Primary Data Collection

For this study, the primary data was collected through a structured questionnaire prepared using Google Forms. The questionnaire was designed based on the research objectives and included a mix of demographic, consumer behaviour, perception-based, and business-related questions. It was circulated digitally to ensure wider reach and convenience for respondents.

A total of **111 valid responses** were received. The participants represented a mix of age groups, occupations, and income levels, which helped in gathering a diverse set of insights about Quick Commerce usage in India. The focus was on capturing how consumers perceive pricing, convenience, frequency of use, and their likelihood of continuing with Quick Commerce platforms such as Blinkit, Zepto, Instamart

The survey was conducted over a period of **July to August 2025**, giving respondents enough time to respond freely. To maintain ethical standards, all participants were informed that their responses would be kept strictly confidential and used only for academic purposes. Participation was voluntary, and no personal identifiers were collected, ensuring complete anonymity.

This process ensured that the primary data truly reflects real consumer opinions, habits, and preferences. It also provides the foundation for testing the hypotheses, analysing consumer demand, and understanding the relationship between pricing perception and continued use of Quick Commerce services.



## Secondary Data Collection

Along with the primary data, this study also relied on secondary data to strengthen the analysis and provide an industry-wide perspective. Secondary data was collected from credible reports, financial publications, and research studies that focus on the Quick Commerce sector in India and globally.

The major sources included industry reports by Deloitte (2030 retail forecast), Care Edge Advisory (market and revenue projections), Unicommerce (market size and growth trends), JM Financial (sector financial insights), as well as updates and news articles from platforms such as Google News and The Economic Times. Academic contributions like Ranjekar & Roy (2023), Singh & Risbaa (2024), and EMQQ Global (2024) were also referred to, as they provide insights into consumer behaviour, competitive dynamics, and digital adoption trends shaping Quick Commerce.

The purpose of using secondary data was to compare real-time consumer responses from the survey with the larger financial, operational, and market trends in the industry. For instance, growth projections, average order values, and revenue estimates collected from these reports were used to validate and contextualize the patterns emerging from primary data.

By integrating both sources, the research ensures a more balanced view—where the primary data reflects consumer perspectives, and the secondary data captures financial and strategic insights from the industry as a whole. This dual approach allows for a deeper and more reliable evaluation of whether Quick Commerce in India is financially stable, capable of growth, and sustainable in the long run.

Once both primary and secondary data were collected, the responses were cleaned, coded, and systematically organized in Microsoft Excel. The following section presents the detailed data analysis and interpretation, using descriptive statistics, graphical visualizations, and statistical tests to evaluate the research hypotheses and objectives

# ***Data Analysis***

The data collected for this study was carefully examined using Microsoft Excel. The primary data from 111 survey responses was studied through simple numbers, charts, and basic tests like regression and chi-square to understand customer demand and views on pricing. The secondary data from reports and articles was arranged into tables and used to see overall market growth, revenues, and user trends. By looking at both sets of data together, this analysis gives a clear picture of customer behaviour as well as the financial future of Quick Commerce in India.

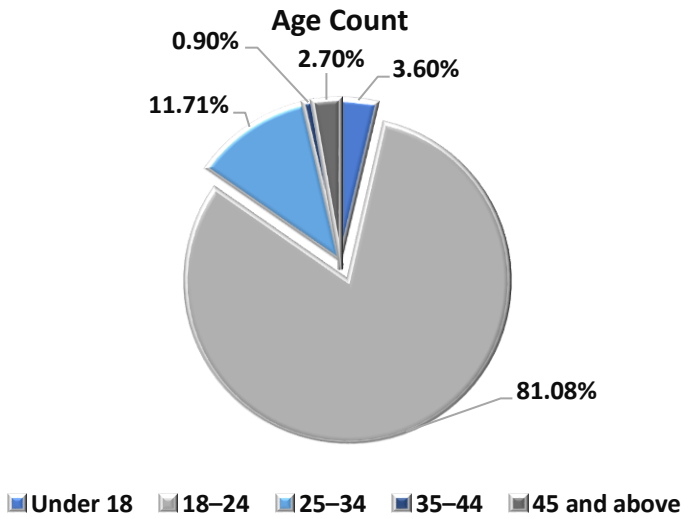
## Primary Data

## Demographic Profile of Respondents

- ### Age

The study first looked at the age distribution of respondents to understand the customer base of Quick Commerce.

| Age | |
|---|---|
| **Row Labels** | **Count of Age** |
| Under 18 | 3.60% |
| 18–24 | 81.08% |
| 25–34 | 11.71% |
| 35–44 | 0.90% |
| 45 and above | 2.70% |
| Grand Total | 100.00% |

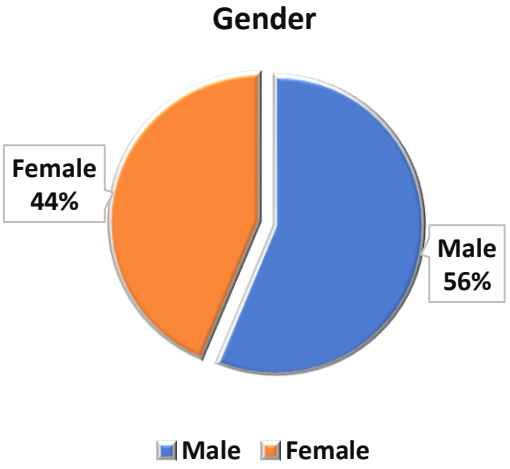



The results show that the majority of respondents (81.08%) are between **18–24 years**, followed by 11.71% in the **25–34 years** group. Very few respondents were under 18 (3.6%) or above 35 years. This suggests that Quick Commerce is mainly used by **young consumers**,

especially college students and young professionals, who prefer convenience and fast delivery in their daily purchases.

## ○ Gender

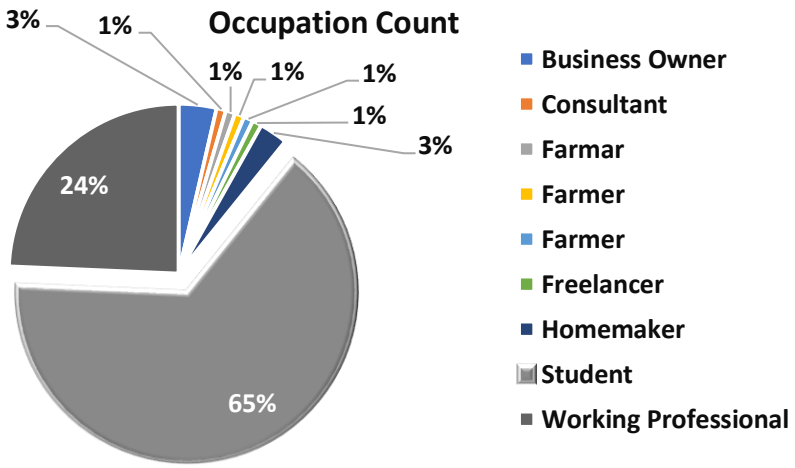
The survey also studied the gender distribution of respondents to understand if Quick Commerce usage differs between males and females.




Out of the total respondents, **56% were male** and **44% were female**. This indicates that both genders actively use Quick Commerce platforms, with a slightly higher participation from male users. The balanced distribution shows that Quick Commerce is appealing to a wide customer base, not limited to a specific gender.

## ○ Occupation

The occupation of respondents was analysed to understand which groups are more likely to use Quick Commerce services.

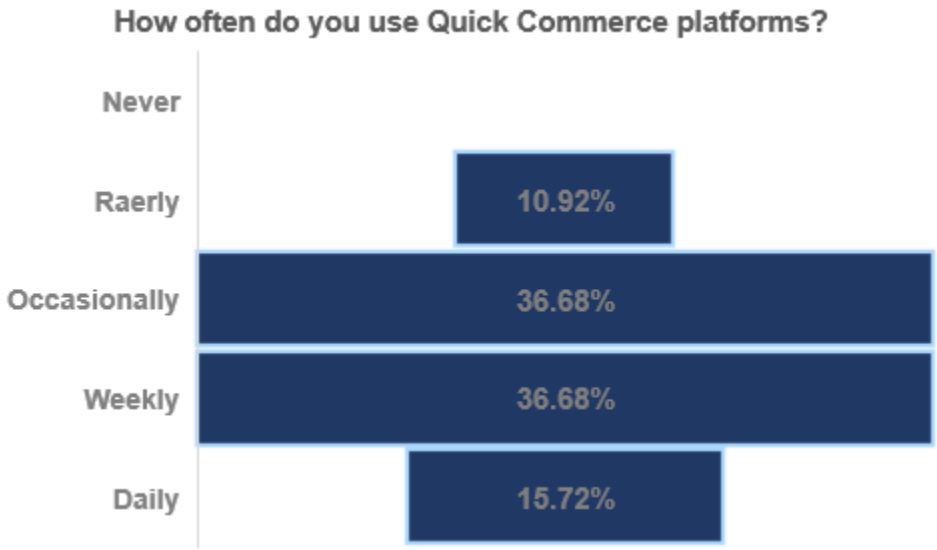



The findings reveal that the majority of respondents are **students (65%)**, followed by **working professionals (24%)**. A small share of responses came from business owners (3%),

consultants (1%), freelancers (1%), homemakers (1%), and farmers (2% combined). This shows that Quick Commerce platforms are most popular among students and young professionals,

## ○ Consumer Behaviour

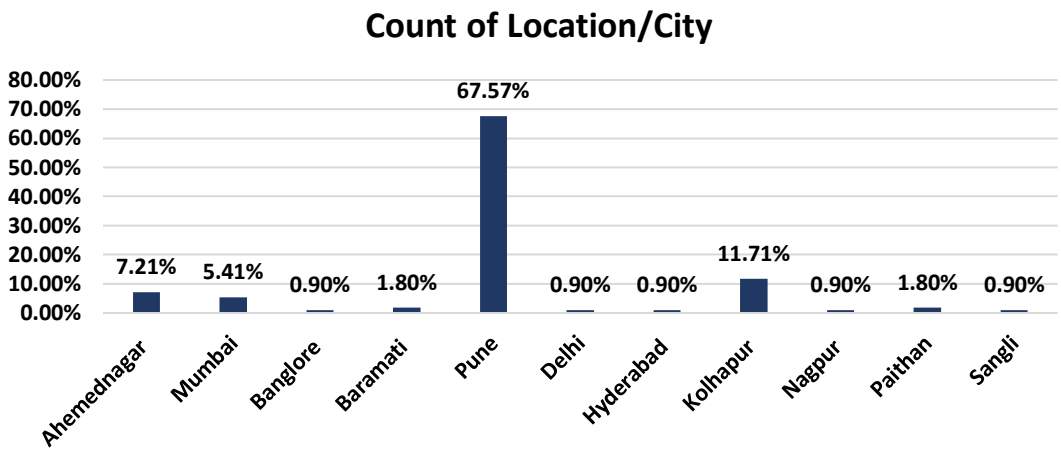
The survey included a question on how often respondents use Quick Commerce platforms to understand their usage habits.




The results show that the majority of respondents use Quick Commerce either occasionally (36.68%) or weekly (36.68%). About 15.72% use these services daily, while 10.92% reported rare usage. This indicates that Quick Commerce is not just an occasional convenience but is becoming a regular part of shopping habits for many users, particularly among younger consumers. The strong share of weekly and daily users suggests rising dependency on such platforms for everyday needs.

## ○ Location

The survey also looked at the location of respondents to understand the spread across Tier-1, Tier-2, and Tier-3 cities.

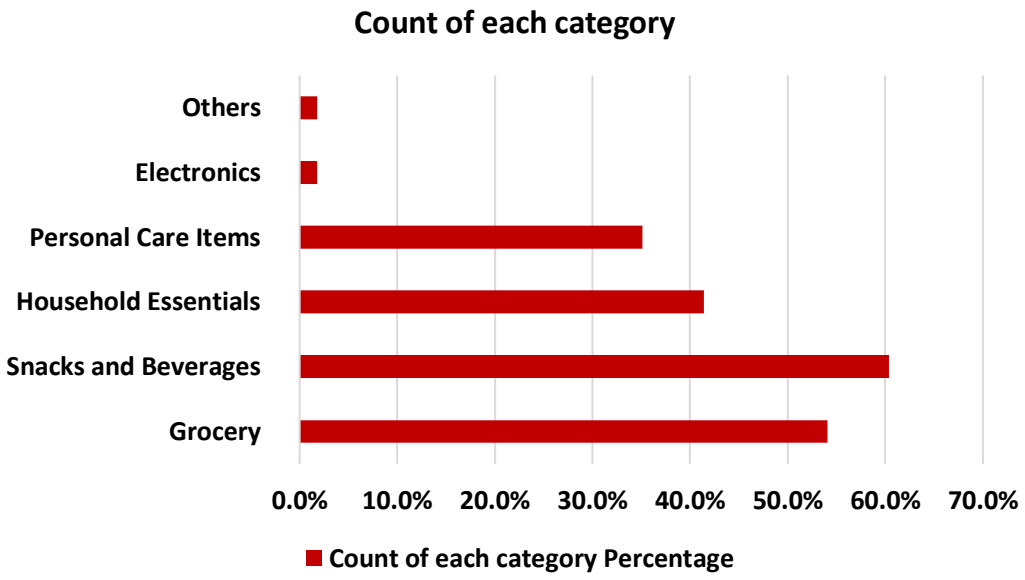



Most respondents were from Pune (67.57%) and Mumbai (5.41%), both Tier-1 cities, along with a small share from Delhi (0.90%). Together, this shows strong representation from Tier-1 urban markets. Among Tier-2 cities, the highest share was from Kolhapur (11.71%) and Ahmednagar (7.21%), while Tier-3 cities like Baramati, Sangli, Paithan, and Nagpur made up smaller portions. This indicates that Quick Commerce has its strongest presence in Tier-1 cities, but adoption is also visible in Tier-2 and Tier-3 locations.

## ○ Product Categories

Respondents were asked about the types of products they usually order through Quick Commerce platforms.

| Count of each category | | |
|---|---|---|
| **Items** | **Count** | **Percentage** |
| Grocery | 60 | 54.1% |
| Snacks and Beverages | 67 | 60.4% |
| Household Essentials | 46 | 41.4% |
| Personal Care Items | 39 | 35.1% |
| Electronics | 2 | 1.8% |
| Others | 2 | 1.8% |
| **Total Sample** | 111 | 100.0% |



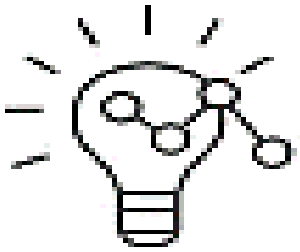
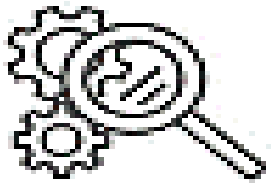
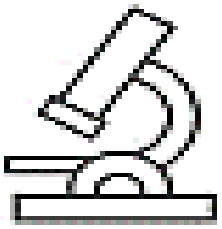

The results show that Grocery (56%), Snacks and Beverages (61%), and Household Essentials (43%) are the most popular product categories. Personal Care Items (37%) also have significant demand, while purchases of Electronics and Other items were very low. This indicates that Quick Commerce is primarily used for daily essentials and quick-consumption products, which aligns with the core value proposition of fast delivery within minutes.

## ○ Customer Satisfaction of Delivery Speed

To measure satisfaction with delivery speed, respondents rated their experience on a **5-point scale** (1 = Very Dissatisfied, 5 = Very Satisfied).

| *Descriptive Statistics* | |
|---|---|
| Mean | 3.672727273 |
| Standard Error | 0.08280839 |
| Median | 4 |
| Mode | 4 |
| Standard Deviation | 0.868501725 |
| Sample Variance | 0.754295246 |
| Kurtosis | 2.277167733 |
| Skewness | -1.189884655 |
| Range | 4 |
| Minimum | 1 |
| Maximum | 5 |
| Sum | 404 |
| Count | 110 |

The results show that the mean score is 3.67, with both the median and mode at 4. This indicates that most respondents lean towards being satisfied with delivery speed. The standard deviation of 0.86 suggests that responses were fairly consistent, with only small variations. The distribution is slightly skewed to the left (–1.18), meaning a larger share of respondents gave higher satisfaction ratings. Overall, the analysis suggests that delivery speed is a key strength of Quick Commerce platforms, as the majority of customers are satisfied with this aspect of service.

## ○ Hypothesis Testing

### Hypothesis 1

**$H_1$:** Customer demand has a significant impact on the financial stability of Quick Commerce firms in India.

**Test Used:** Regression Analysis
**Result**
***No. 1*:**

| *Regression Statistics* | |
|---|---|
| Multiple R | 0.198058278 |
| R Square | 0.039227082 |
| Adjusted R Square | 0.02143499 |
| Standard Error | 0.489522438 |
| Observations | 111 |

***No. 2***
**ANOVA**

| *df* | *SS* | *MS* | *F* | *Significance F* |
|---|---|---|---|---|
| 2 | 1.056657423 | 0.528328711 | 2.204748244 | 0.115218087 |
| 108 | 25.88027951 | 0.239632218 | | |
| 110 | 26.93693694 | | | |

| ***No. 3*** | **Coefficients** | **Standard Error** | **T taste** | **P-value** | **Lower 95%** | **Upper 95%** | **Lower 95.0%** | **Upper 95.0%** |
|---|---|---|---|---|---|---|---|---|
| **Intercept** | 13.12% | 22.78% | 57.60% | 56.58% | -32.04% | 58.29% | -32.04% | 58.29% |
| **Average spends per order** | 0.01% | 0.02% | 47.88% | 63.30% | -0.03% | 0.05% | -0.03% | 0.05% |
| **Frequency of use** | 11.46% | 5.47% | 209.52% | 3.85% | 0.62% | 22.29% | 0.62% | 22.29% |

**Decision:** Since the p-value for frequency of use is **0.039 < 0.05**, this hypothesis is **accepted**. It means customer demand (frequency of usage) does affect financial stability

The analysis shows that customer demand, measured through frequency of use, does have a significant effect on intention to continue using Quick Commerce. However, spending per order alone does not strongly influence financial stability. This suggests that consistent usage is more important than order value in driving customer retention and supporting financial health of Quick Commerce firms.

## Hypothesis 2

**$H_2$:** Consumers who perceive pricing as fair are more likely to continue using Quick Commerce.

**Test Used:** Chi-Square Test of Independence

**Result:**
The chi-square test was conducted using a cross-tabulation of two variables:

- Price Fairness (Yes/No)
- Intention to Continue (Definitely Yes / Maybe)

| | Definitely yes | Maybe | Grand Total |
|---|---|---|---|
| **Yes** | 52 | 29 | 81 |
| **No** | 13 | 17 | 30 |
| **Grand Total** | 65 | 46 | 111 |

| Expected count | |
|---|---|
| 47.43243243 | 33.56756757 |
| 17.56756757 | 12.43243243 |

| chi-square components | |
|---|---|
| 0.43983984 | 0.621512817 |
| 1.187567568 | 1.678084606 |

| Sum of All |
|---|
| **3.927004831** |

| Degree of freedom |
|---|
| 1 |

| P-Value |
|---|
| **0.047516502** |

"The chi-square test shows a significant association ($\chi^2 = 3.93$; $p = 0.048$), indicating that respondents who perceive pricing as fair are more likely to continue using Quick Commerce."

The chi-square test gave a p-value of **0.048 < 0.05**, so this hypothesis is **accepted**. It means fair pricing has a clear link with customer loyalty.

This means that perceptions of fair pricing influence customer loyalty. A large share of respondents who felt that pricing was fair also expressed strong intention to continue using Quick Commerce services. In contrast, those who believed prices were not fair showed weaker continuation intentions. This finding highlights that pricing strategy is a key factor for sustaining customer engagement and long-term growth in Quick Commerce.

## ○ Secondary Data

Secondary data was collected from multiple credible sources such as Unicommerce, Deloitte, Google News, JM Financial, and CareEdge Advisory. This data provides insights into market growth, gross merchandise value (GMV), revenue patterns, average order value (AOV), and profitability challenges. It helps in validating the primary data findings and gives a bigger picture of Quick Commerce in India.

**Average Order Value (AOV) by Platform**

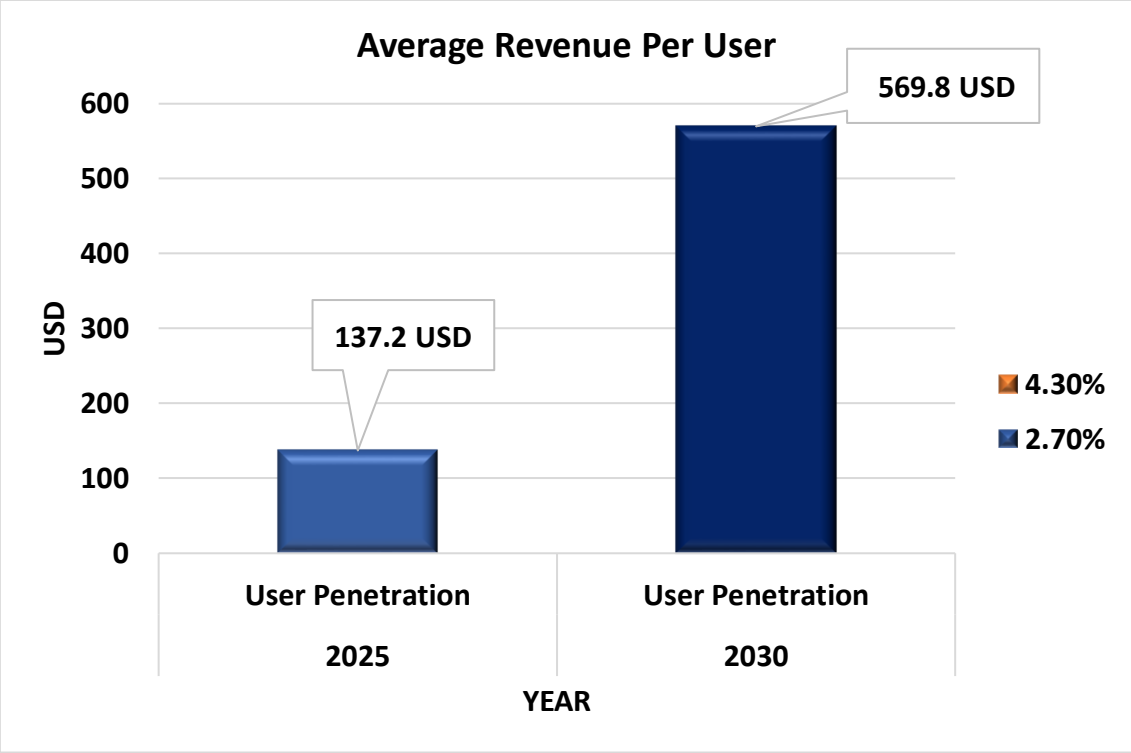
| Platform | Period | AOV | Currency | Source |
|---|---|---|---|---|
| Blinkit | 2025 | ₹ 660.00 | INR | Google News |
| Instamart | 2025 | ₹ 499.00 | INR | Google News |
| Zepto | 2025 | ₹ 450.00 | INR | Google News |
| Big Basket | 2025 | ₹ 450.00 | INR | Google News |




It showing In 2025, Blinkit leads India's quick commerce platforms with the highest Average Order Value (AOV) at ₹660, showing that its customers place larger or higher-value orders. Swiggy Instamart follows with ₹499, while Zepto and Big Basket record smaller orders at ₹450 each. These differences reflect distinct consumer behaviours and strategies, with Blinkit likely focusing on premium or bundled orders and Zepto and Big Basket targeting frequent lower-ticket purchases. A higher AOV gives Blinkit stronger revenue potential, but if customer demand shifts toward smaller convenience-driven orders, lower AOV platforms could gain market share.

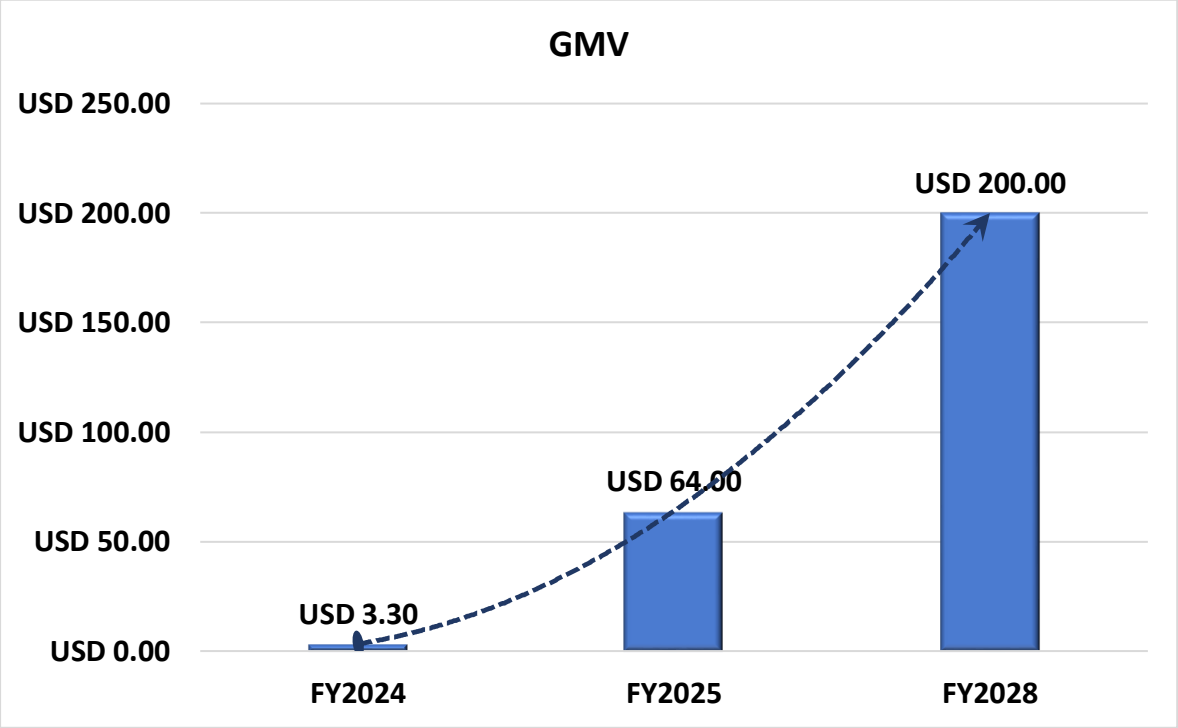
## Average Revenue Per User

| Year | Metric | Value | ARPU (USD) | Source |
|---|---|---|---|---|
| 2025 | User Penetration | 2.70% | 137.2 | Grab On |
| 2030 | User Penetration | 4.30% | 569.8 | Grab On |



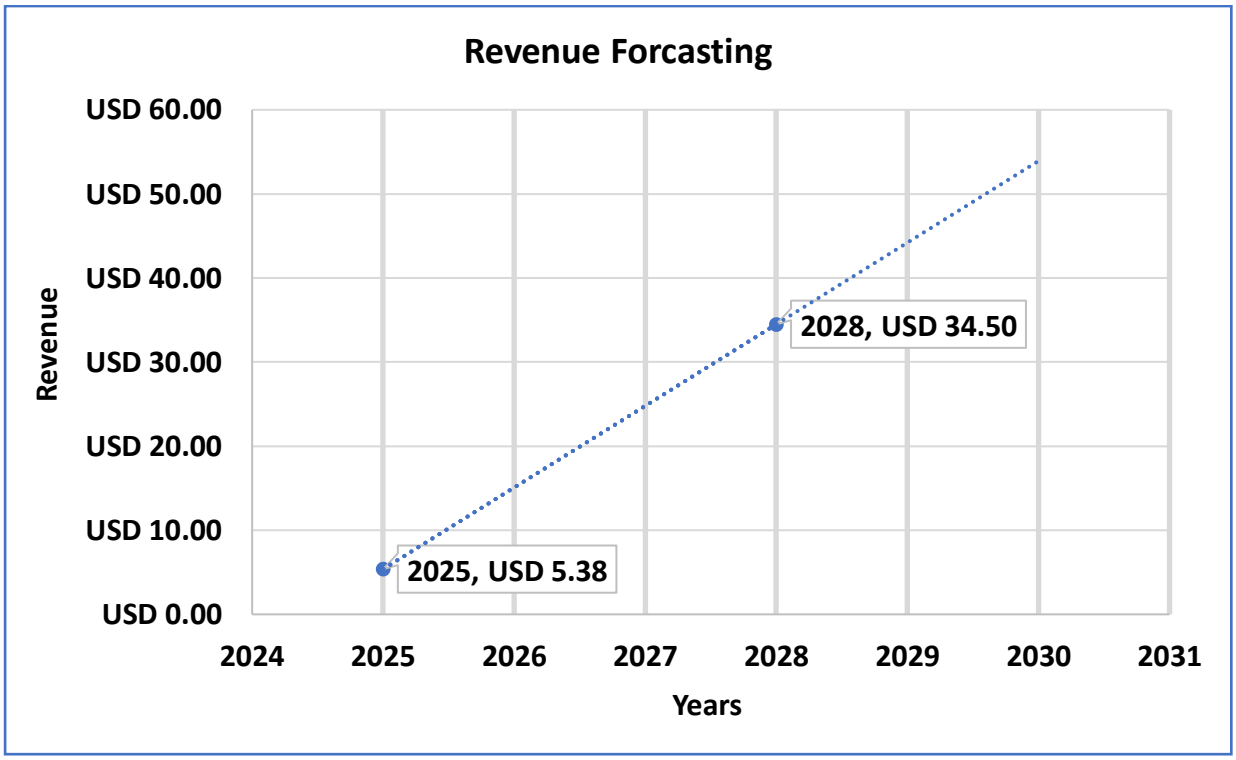

The Average Revenue Per User (ARPU) in India's Quick Commerce sector is expected to rise sharply from **US$137.2 in 2025** to **US$569.8 by 2030**. This growth, supported by an increase in user penetration from **2.7% in 2025** to **4.3% in 2030**, reflects higher consumer engagement and spending. It suggests that as more users adopt Quick Commerce platforms, their willingness to spend per transaction is also increasing. This trend highlights a significant opportunity for companies to boost revenues through customer retention and higher-value orders.

## Growth Trend of Gross Merchandise Value




The Gross Merchandise Value (GMV) of India's Quick Commerce sector shows a rapid upward trend, increasing from **USD 3.3 billion in FY2024** to **USD 64 billion in FY2025**, and further projected to reach **USD 200 billion by FY2028**. This exponential growth highlights the sector's strong momentum, driven by higher consumer adoption, frequent usage, and wider product categories being offered on platforms. The steep rise also indicates that Quick Commerce is moving from a niche service to a mainstream retail channel in India.

## Revenue Forecast and Growth Projection



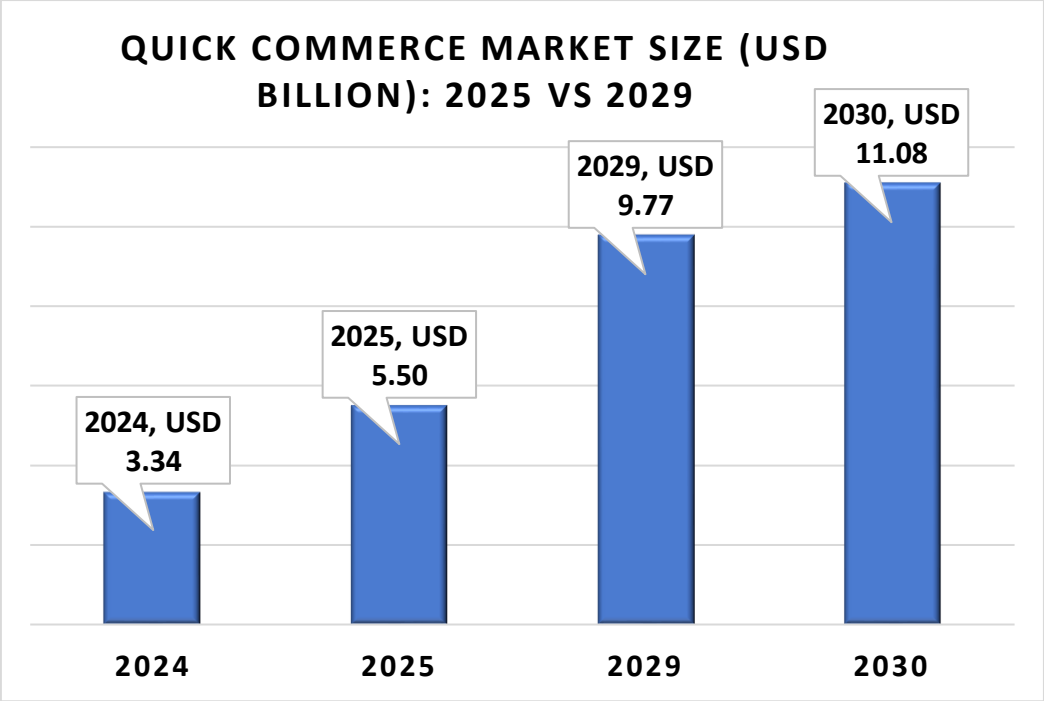

The company's projected revenue for 2025 is USD 5.38 billion, indicating strong expected sales and business scale.

By 2028, the fee-based revenue is projected at USD 34.50 billion, suggesting significant growth, likely driven by increased platform usage, higher transaction volumes, or new monetization strategies.

The data shows a substantial upward trend, highlighting strong revenue expansion over the next few years.

## Market Size Forecast

| Year | Metric | Value | Unit | Source | Value (USD Billion) |
|---|---|---|---|---|---|
| 2024 | Market Size | 3.34 | Billion USD | Google News | USD 3.34 |
| 2025 | Market Size | 5.5 | Billion USD | Unicommerce | USD 5.50 |
| 2029 | Market Size | 9771 | Million USD | Unicommerce | USD 9.77 |
| 2030 | Market Size | 11.08 | Billion USD | Google News | USD 11.08 |




The chart shows India's Quick Commerce market growing from USD 3.34 billion in 2024 to USD 11.08 billion by 2030. Early growth was very high, with a CAGR of nearly 67% during 2023–2028, driven by rapid adoption and investor interest. From 2025 (USD 5.5 billion) to 2029 (USD 9.77 billion), growth moderates to a CAGR of ~16%, signalling a shift from explosive early growth to steady, sustainable expansion. Despite the lower percentage, the market continues to grow strongly in absolute terms, nearly doubling in value during this period.

Key takeaway: While the growth rate slows, the market is expanding consistently and significantly year after year.

# ***Results***

This study set out to explore whether Quick Commerce in India can be financially stable, grow sustainably, remain competitive, and contribute to the Indian economy. The results are drawn from both primary data (survey responses) and secondary data (industry reports and financial analyses).

**1. Primary Data Results**

- **Customer Demand and Usage**: Most respondents were young consumers (18–24 years) who use Quick Commerce services either weekly (36.68%) or occasionally (36.68%). This shows that Q-commerce is becoming a regular shopping option, especially among students and professionals.

- **Product Preferences**: Snacks and beverages (60.4%), groceries (54.1%), and household essentials (41.4%) were the most ordered categories, confirming that Q-commerce is mainly used for daily needs and convenience products.

- **Delivery Satisfaction**: Respondents rated delivery speed positively, with an average satisfaction score of 3.67 (out of 5). This suggests that delivery speed remains a strong driver of consumer loyalty.

- **Hypothesis Testing**:

  Regression analysis showed that frequency of use significantly impacts financial stability, while spending per order does not. This highlights that repeat usage is more important than order value for sustaining the business.

  Chi-square analysis showed a significant link between perceived pricing fairness and customer loyalty ($p < 0.05$). Customers who felt prices were fair were more likely to continue using Q-commerce.

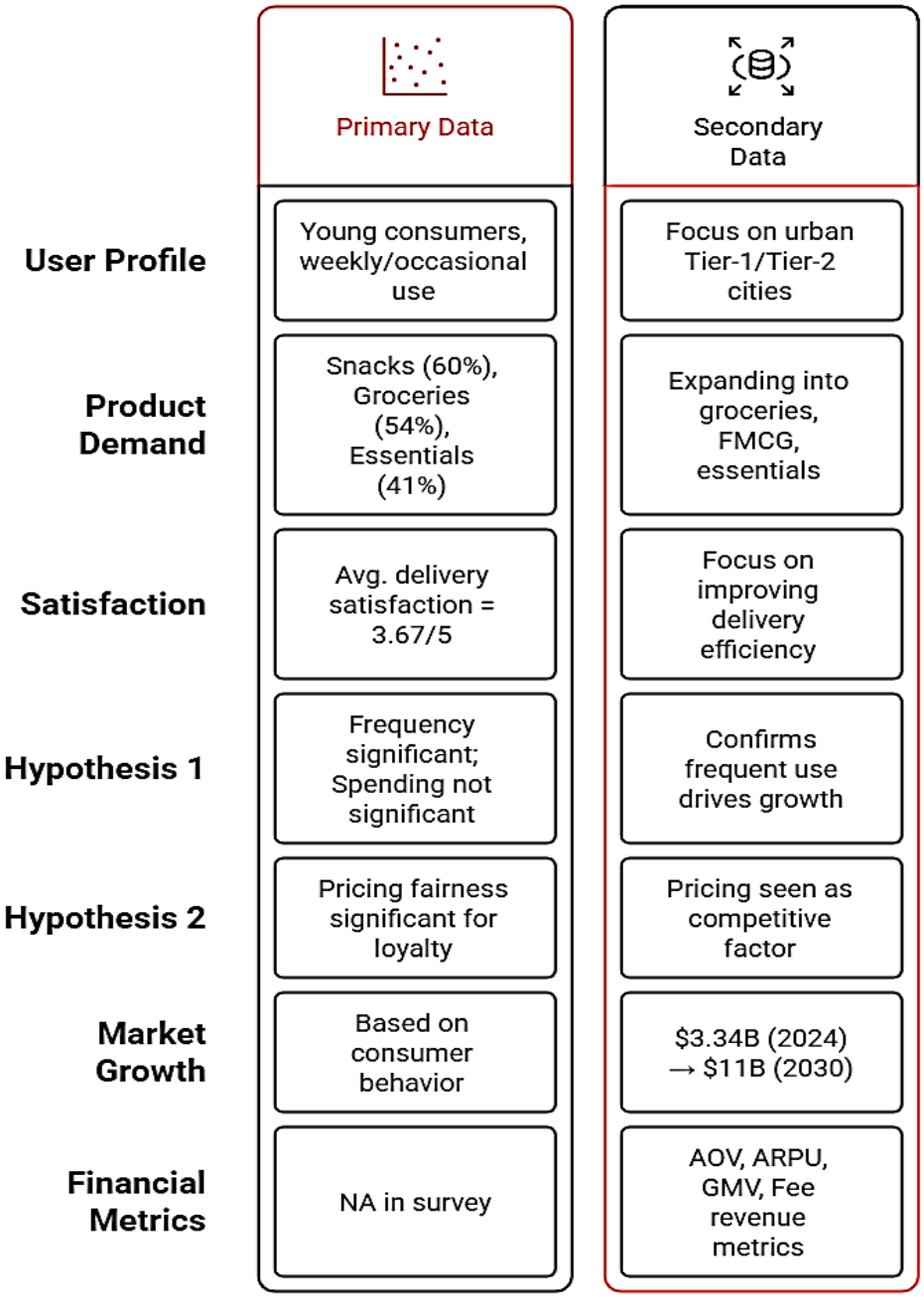
**2. Secondary Data Results**

- **Average Order Value (AOV)**: Blinkit leads with the highest AOV at ₹660, followed by Instamart at ₹499, and Zepto/Big Basket at ₹450. This indicates different customer strategies, with Blinkit targeting higher-value orders.

- **Revenue Per User**: ARPU is expected to rise from US$137.2 in 2025 to US$569.8 in 2030, showing higher consumer spending and platform engagement.

- **Gross Merchandise Value (GMV)**: GMV grew from USD 3.3 billion in FY2024 to USD 64 billion in FY2025 and is projected to hit USD 200 billion by FY2028, reflecting explosive growth.

- **Market Size**: The market is expected to expand from USD 3.34 billion in 2024 to USD 11.08 billion by 2030. While CAGR moderates from 67% (2023–2028) to 16% (2025–2029), the absolute market size continues to rise significantly.
- **Revenue Growth**: Fee-based revenue is projected to rise from USD 5.38 billion in 2025 to USD 34.50 billion by 2028, showing strong monetization potential.



## Overall Findings

The combined results show that Quick Commerce is growing rapidly and has strong consumer demand, especially in urban areas. Customers value speed and fair pricing, both of which strongly influence loyalty. At the same time, industry projections confirm massive growth in revenue and market size, though profitability remains a challenge due to operational costs.



# ***Discussion***

This research aimed to examine whether Quick Commerce in India can be financially stable, continue growing, remain ahead of competition, and contribute to the economy. The discussion brings together the results of both primary data (survey responses) and secondary data (industry reports) and connects them to the objectives of the study.

- **Customer Demand and Usage Patterns**

The survey showed that most Quick Commerce users are young, mainly aged 18–24, and they use the services weekly or occasionally. This highlights that Q-commerce has already become a part of everyday life for urban youth. Frequent usage was also found to have a stronger effect on financial stability than order value. This suggests that companies should focus more on encouraging repeat use rather than only increasing basket size.
This aligns with industry reports (EMQQ Global, 2024; Singh & Risbaa, 2024), which emphasize that strong customer demand and habit formation are the real drivers of growth.

- **Pricing and Customer Loyalty**

The chi-square test showed that customers who feel prices are fair are more likely to continue using Quick Commerce. In a market where competition is intense and switching is easy, this finding is important. It shows that while delivery speed and product range attract customers, pricing fairness is what keeps them loyal.
This result is consistent with earlier studies (Singh & Risbaa, 2024; Drishti IAS, 2024), which point out that competitive pricing, bundling, and promotions are key strategies for retaining customers.

- **Market Growth and Financial Potential**

Secondary data confirmed that the sector is growing at an exceptional pace. GMV rose from USD 3.3 billion in FY2024 to a projected USD 200 billion by FY2028. Market size is expected to cross USD 11 billion by 2030, with ARPU also increasing steadily. This shows that, despite high operating costs, the industry has strong revenue potential.
These projections match the findings of EMQQ Global (2024) and Deloitte (2023), which reported a large market opportunity but also stressed that profitability will depend on operational efficiency and scale.

- **Competitive Advantage and Differentiation**

The analysis highlighted that factor like product categories and higher average order value (e.g., Blinkit at ₹660 vs. Zepto at ₹450) reflect different strategies by companies to stand out in the market. Differentiation—whether through premium orders, product diversity, or faster delivery—is vital to stay ahead of rivals. This finding connects well with earlier literature, which noted that innovation and strong business models are essential to survive in this competitive sector.

- **Contribution to the Economy**

Finally, the results suggest that Quick Commerce is not just a consumer convenience but also a contributor to the wider economy. Rising revenue, job creation in logistics, and digital adoption all add to economic activity. However, sustainability will require balancing customer expectations with cost control, which remains a challenge.

- **Overall Discussion**

The study shows that Quick Commerce in India is on a rapid growth path, fueled by strong demand from young consumers, fair pricing, and expanding digital infrastructure. At the same time, profitability challenges remain, and firms need to focus on customer loyalty, efficient operations, and innovation to achieve long-term stability. These findings meet the study's objectives by showing that Quick Commerce can grow and contribute to the economy, but its financial stability depends on how companies manage costs and maintain loyal customers.



# ***Conclusion***

This study set out to understand whether Quick Commerce in India can be financially stable, continue to grow, stay ahead of competitors, and contribute to the economy. Based on both primary and secondary data, several clear insights have emerged.

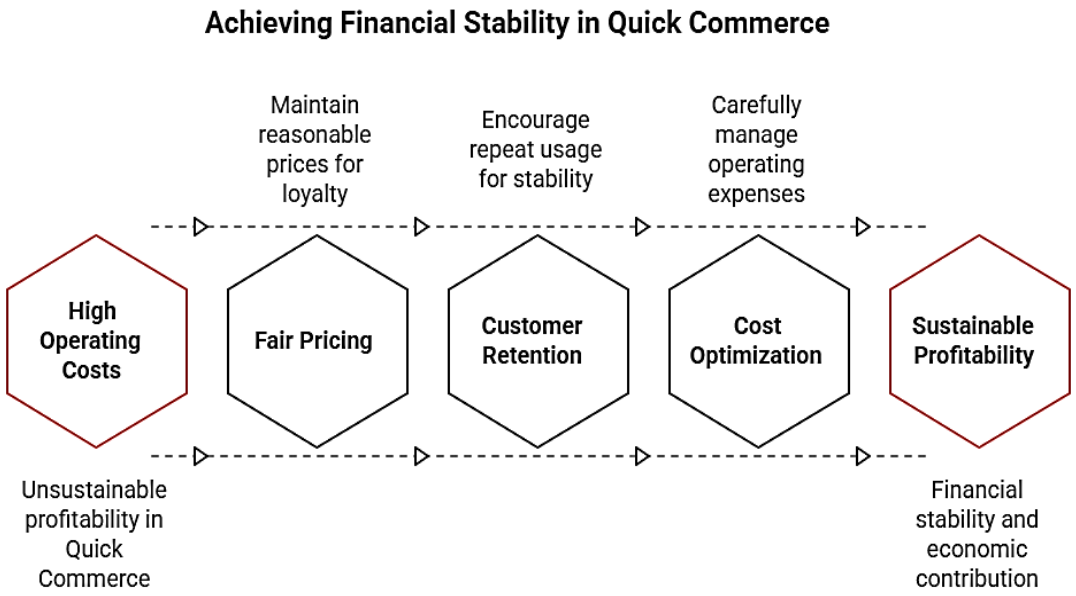
First, customer demand is strong, especially among young users who rely on Quick Commerce for regular purchases like groceries, snacks, and essentials. The frequency of use was found to be more important than the amount spent per order, showing that building customer habits is the key to financial stability.

Second, the analysis confirmed that fair pricing plays a central role in customer loyalty. When consumers feel that prices are reasonable, they are more likely to continue using these services. This means that pricing strategy will remain a critical factor for success in such a competitive market.

Third, secondary data confirmed that the Quick Commerce sector is expanding rapidly, with strong growth in GMV, average revenue per user, and overall market size. However, this growth also comes with high operating costs, which companies must manage carefully to achieve sustainable profitability.

Finally, the study shows that Quick Commerce is not just a convenience for consumers but also a growing part of the Indian economy. It creates opportunities for employment, supports digital adoption, and adds to the overall retail market. At the same time, long-term success will depend on how well companies balance customer satisfaction with financial discipline.

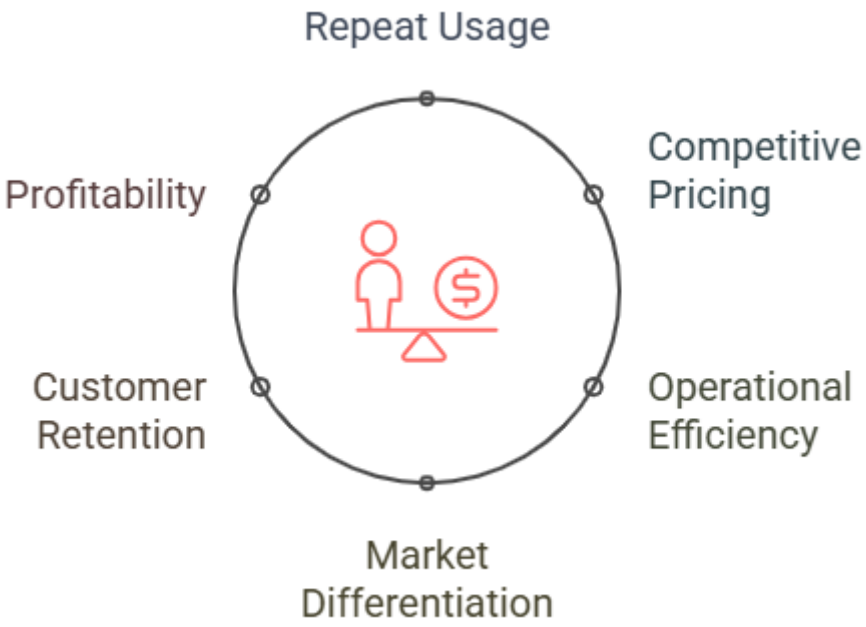
In conclusion, Quick Commerce in India is on a promising growth path. It has the potential to remain competitive and contribute meaningfully to the economy, but its financial stability will depend on managing costs, maintaining fair pricing, and encouraging repeat usage.



# ***Recommendations***

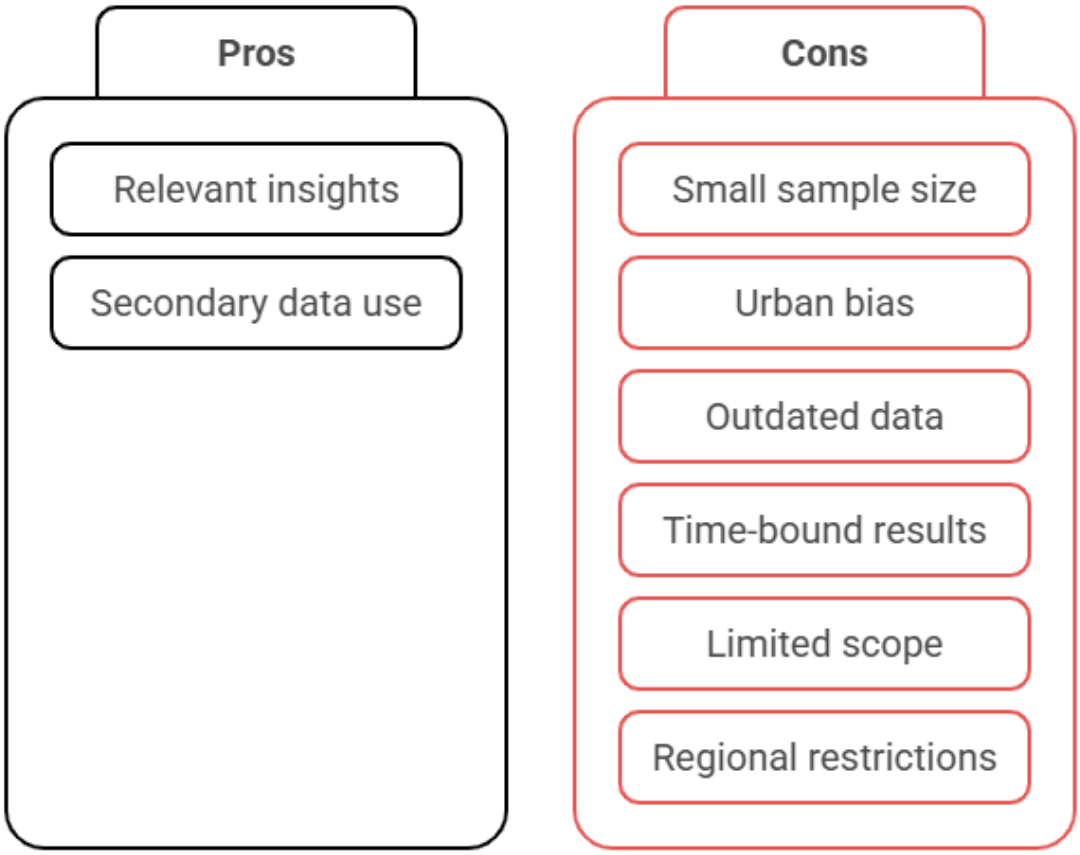
Based on the results of this study, the following recommendations are suggested for Quick Commerce companies and other stakeholders:

1. **Focus on repeat usage rather than only higher basket size**
    - The analysis showed that frequent use has a stronger effect on stability than the amount spent per order. Companies should design offers, loyalty programs, or subscription models that encourage customers to use the service more often.
2. **Maintain fair and transparent pricing**
    - Since fair pricing was directly linked to customer loyalty, companies should avoid overcharging and keep prices competitive. Small discounts, bundle offers, or free delivery options can strengthen trust and repeat purchases.
3. **Invest in delivery efficiency**
    - Customers value fast and reliable delivery. Firms should continue improving dark store operations, last-mile logistics, and technology adoption to keep delivery times low and satisfaction high.
4. **Differentiate through strategy**
    - Blinkit, Instamart, and Zepto show different approaches with their order values and product focus. Each company should choose a clear strategy—whether premium service, everyday essentials, or partnerships with FMCG brands—to stand out in the crowded market.
5. **Balance growth with profitability**
    - While market size and revenues are growing rapidly, high operating costs remain a challenge. Companies must optimize resources, control expenses, and explore additional revenue streams such as advertising or private-label products.
6. **Contribute to wider economic value**
    - Quick Commerce is not only about convenience; it creates jobs and supports digital adoption. Companies should highlight their role in employment and innovation to gain consumer trust and regulatory support.




Based on the insights from both primary and secondary data, it is clear that Quick Commerce in India is shaped by strong demand, pricing perceptions, and rapid market growth. While these findings highlight opportunities, they also point to challenges in cost management and long-term stability. To sum up these insights, the following conclusion and recommendations are presented.

## ***Limitations of the Study***




- The survey was limited to 111 respondents, which may not represent India's entire population.
- Most participants were young, urban users (18–24 years), so perspectives of older and rural consumers were less covered.
- The study relied partly on secondary data from published reports, which may not always reflect the latest market changes.
- Research was conducted within a specific time frame, so long-term trends could not be fully captured.
- Analysis focused mainly on financial and consumer aspects, leaving out some operational and technological details.
- Geographical reach was restricted to Tier-1 and Tier-2 cities, so regional variations are not fully represented.

Despite these limitations, the study provides useful insights into the financial stability, growth, and competitiveness of Quick Commerce in India.

# ***References***

The following references have been used to support this research. They include a mix of academic journals, industry reports, news articles, and multimedia sources such as podcasts and videos. Together, these materials provided reliable data, insights, and perspectives that helped in analysing the financial stability, growth, competition, and economic contribution of Quick Commerce in India.


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# ***Appendices***

- **Appendix A: Questionnaire (Primary Data Collection)**

This appendix presents the questionnaire used for collecting primary data from respondents. It includes demographic questions, consumer behaviour items, and open-ended questions related to customer satisfaction and usage patterns of Quick Commerce in India.

## Questionnaire for Research Project

***Will Quick Commerce in India be financially stable, grow, stay ahead of the competition, and contribute to the Indian economy?***

Your responses are anonymous and used only for academic purposes. Thank you for participating.

* Indicates required question

**1. SECTION A: Demographic Details**

**Name**

_____

2. **Age** *

- ◯ Under 18
- ◯ 18–24
- ◯ 25–34
- ◯ 35–44
- ◯ 45 and above

3. **Gender** *

- ◯ Male
- ◯ Female
- ◯ Prefer not to say
- ◯ Other

4. **Location/City** *

5. **Occupation**

- ◯ Student
- ◯ Working Professional
- ◯ Business Owner
- ◯ Homemaker
- ◯ Other:

6. **Monthly Income** *

- ◯ Below ₹15,000
- ◯ ₹15,000–₹30,000
- ◯ ₹30,000–₹50,000
- ◯ ₹50,000–₹1,00,000
- ◯ Above ₹1,00,000
- ◯ Other:

7. **SECTION B: Consumer Experience with Quick Commerce** *

**Have you ever used Quick Commerce platforms like Blinkit, Zepto, Swiggy Instamart, or others?**

- ◯ Yes
- ◯ No

8. **How often do you use Quick Commerce platforms?** *

- ◯ Daily
- ◯ Weekly
- ◯ Occasionally
- ◯ Rarely
- ◯ Never

9. **What kind of items do you usually order using Quick Commerce?** *

- ☐ Grocery
- ☐ Snacks and Beverages
- ☐ Household Essentials
- ☐ Personal Care Items
- ☐ Other:

10. **What is your average spending per order?** *

- ◯ Less than ₹100
- ◯ ₹100–₹300
- ◯ ₹300–₹500
- ◯ Above ₹500
- ◯ Other:

11. **How satisfied are you with the delivery speed?** *

- ◯ 1 – Very Dissatisfied
- ◯ 2 – Dissatisfied
- ◯ 3 – Neutral
- ◯ 4 – Satisfied
- ◯ 5 – Very Satisfied

12. **Do you think the pricing on these platforms is fair compared to offline/local shops?** *

- ◯ Yes, it's reasonable
- ◯ Slightly higher but acceptable
- ◯ Too expensive
- ◯ Not sure
- ◯ Other:

13. **Would you continue using Quick Commerce in the future?** *

- ◯ Definitely yes
- ◯ Maybe
- ◯ No

14. **SECTION C: Open-Ended Feedback:** *

**In your opinion, what are the biggest advantages of using Quick Commerce platforms?**

15. **What are the major concerns or issues you face while using these services?** *

**By submitting this form, you confirm the following:**

I have read and understood the purpose of this research study. I voluntarily agree to participate and provide my responses.

- ◯ Yes

***Google Form***

**https://forms.gle/GKDoFC7ecu9NMj4F7**

- **Secondary Data Tables**

| Year | Metric | Value | Unit | Source |
|---|---|---|---|---|
| **2023–2028** | CAGR | 67 | % | Unicommerce |
| **2025–2029** | CAGR | 16.07 | % | Unicommerce |
| **2024** | Market Size | 3.34 | Billion USD | Google News |
| **2025** | Market Size | 5.5 | Billion USD | Unicommerce |
| **2030** | Retail Market Potential | 40 | Billion USD | Deloitte |
| **2025** | Projected Revenue | 5384 | Million USD | Unicommerce |
| **2029** | Market Size | 9771 | Million USD | Unicommerce |
| **2030** | Market Size | 11.08 | Billion USD | Google News |
| **2029** | Projected Users | 60.6 | Million Users | Unicommerce |
| **2029** | User Penetration | 4 | % | Unicommerce |
| **Current** | User Penetration | 2.7 | % | Unicommerce |
| — | ARPU | 137.2 | USD | Unicommerce |

# Thank You…