

India Online Grocery Market Report and Forecast 2024-2032

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Report description:

India Online Grocery Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India online grocery market reached a value of USD 4.8 billion in 2023. Aided by the rapid urbanisation, burgeoning internet penetration, and an upsurge in the adoption of smartphones, the market is expected to show steady growth by 2032.

The online grocery space in India has transformed the traditional grocery shopping model. It offers consumers the luxury to choose from an array of products at the tip of their fingers and get them delivered right at their doorstep. This segment has seen tremendous growth due to its sheer convenience, discounts, variety, and the ability to compare products and prices from different vendors within seconds.

Driving the India online grocery market growth is the ever-increasing penetration of the internet in Indian households. The past decade has witnessed a dramatic surge in internet users, predominantly due to affordable data plans and a rising number of smartphone users. Coupled with the ongoing pandemic situation, even the older generation, who once showed reluctance towards online shopping, have now started to embrace this new mode of grocery shopping, given the safety it ensures.

The demographic dividend further poses a positive impact in the India online grocery market outlook. The country boasts a vast pool of millennials and Gen Z populations who are tech-savvy and prioritise convenience. Their inclination towards a fast-paced life has propelled the demand for online grocery platforms that cater to their needs instantaneously.

In tandem with the changing consumer dynamics, the role of technological advancements in this domain cannot be underscored. India online grocery market analysis suggests that Artificial Intelligence (AI) and Machine Learning (ML) are revolutionising the user experience. Personalised shopping recommendations based on browsing history and past purchases, price drop notifications, and real-time inventory management are just a few of the many tech-driven features enhancing user experience.

The online grocery segment in India also owes its escalation to diverse payment options. With the advent of digital wallets, UPIs (Unified Payments Interface), and easy EMI options, consumers find it more convenient to shop online. The government's push towards a digital India and financial inclusivity further supports this shift.

Moreover, the push for localisation is evident. Recognising the potential in smaller towns, companies are increasingly localising app interfaces, introducing regional languages, and ensuring a mix of local brands and products to cater to the distinct

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preferences of these areas.

Market Segmentation

The market can be divided based on category, average spend per transaction (in rupees), platform, payment method, and region.

Market Breakup by Category

- Grocery and Staples
- Fruits and Vegetables
- Others

Market Breakup by Average Spend per Transaction (in Rupees)

- <1,000
- 1,000 to 1,500
- >1,500

Market Breakup by Platform

- Website
- Mobile Application

Market Breakup by Payment Method

- Online
- Cash on Delivery

Market Breakup by Region

- North Region
- East and Central Region
- West Region
- South Region

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India online grocery market. Some of the major players explored in the report by Expert Market Research are as follows:

- Innovative Retail Concepts Private Limited
- Blink Commerce Private Limited
- Amazon.com, Inc.
- Nature's Basket
- Spencer's Retail Limited
- Flipkart Private Limited
- Paytm
- Avenue Supermarts Limited
- Reliance Retail Limited
- Fiora Online Limited
- Others

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