



Euromonitor
International

Retail in India

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Convenience Retailers in India

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- Strategic consolidation, with the replacement of multiple small outlets with fewer high-performance stores
- Micro-fulfilment centres transform urban stores into quick-commerce delivery hubs
- 24/7 service model captures late-night urban consumer demand for essentials

PROSPECTS AND OPPORTUNITIES

- Integration of phygital retail models
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PROSPECTS AND OPPORTUNITIES

Expansion of hypermarkets beyond urban areas key to drive strong growth
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Competition set to intensify further, driven by expansion plans of major hypermarket chains and growing penetration of quick-commerce

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Small local grocers faces dual competition, from modern grocery retailers, and quick-commerce players
Increasing price competition and high food inflation lead more consumers to switch channels

PROSPECTS AND OPPORTUNITIES

Semi-urban and rural areas will continue to be lucrative for small local grocers
Deep penetration of small local grocers and availability of offerings at entry price points will help withstand the growing competition
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Retail e-commerce offers strong growth opportunities, driven by convenience, a wide product assortment, and better financing options
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