



# Small Local Grocers in India

March 2024

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## Small Local Grocers in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers continues to lose share to modern grocery retail channels  
Digital solutions increasingly adopted by small local grocers  
Small local grocers remains a prominent channel for expansion for leading brands

#### PROSPECTS AND OPPORTUNITIES

Small local grocers will continue to have a stronghold in rural areas  
Modernisation of small local grocers expected, with the help of multiple initiatives  
Small local grocers can partner with e-commerce B2B players and receive help from the government

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## Retail in India - Industry Overview

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A landmark reform is seen in terms of the operation of retail businesses in India  
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What next for retail?

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