



Euromonitor  
International

# Small Local Grocers in India

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Small local grocers dominates grocery retailing, driven by its wide reach, and continues to grow  
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  
Nevertheless, evolving consumer behaviour and growing penetration of modern grocery retailers will create challenges

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Retail in India - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture  
Price, and level of involvement in the buying process are leading parameters when choosing a retail channel  
Evolving consumer preferences make an omnichannel presence imperative to drive strong demand  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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DISCLAIMER

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