

Voluntary Report – Voluntary - Public Distribution

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Report Name: India's E-commerce and Quick Commerce Market

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Report Highlights:

India's e-commerce and quick commerce markets are rapidly transforming the country's retail landscape. Urban middle-class families, working couples, and individuals in nuclear families are the primary consumers of online groceries. Over the coming years, continued expansion is expected for online food retail sales, making this the right time for U.S. exporters to establish their presence.

E-commerce Overview

India's e-commerce is rapidly growing because of affordable data, rising smartphone use, and increasing internet access, which reached 895,000 users. According to Statista, e-commerce revenue is forecasted to reach \$67 billion in 2025. The size of the online grocery market was valued at [\\$8.8 billion in 2024](#) and is projected to increase 45 percent from 2025 to 2030. Sales have been rising 18 percent annually from 2021 to 2025 as digital payments are making online purchasing easy and accessible from anywhere. Smaller cities and towns (Tier II and III) now account for 60 percent of the market as online content is available in regional languages and last-mile delivery services are improving. By 2028, food and non-alcoholic beverages are forecast to be the largest consumer spending category according to Euromonitor.

Companies are investing heavily in the Indian market. For example, Walmart has expanded its 60 percent share in Flipkart with a \$1.2 billion investment, while Amazon continues to invest, as they view India as a key long-term market. Food and grocery delivery firms are also expanding. Swiggy has committed \$115.5 million to its supply chain subsidiary to support its growing Quick Commerce arm, Instamart.

Major players include [Amazon India](#), [Flipkart](#), and [Big Basket](#). Most supermarkets and other retailers, such as [Nature's Basket](#), [Food Square](#), [Dmart](#), and [JioMart](#) have established websites to facilitate online sales. Other platforms specialize in gourmet meat, reflecting a growing demand for premium products. Several U.S.-origin products are available on major platforms, including tree nuts, breakfast cereals, packaged snacks, condiments and sauces, fresh fruits, etc. Platforms like Amazon India offer U.S. tree nuts under their private labels. Hybrid models (click-and-collect, omnichannel) are emerging, with physical retailers partnering with online platforms to expand reach.

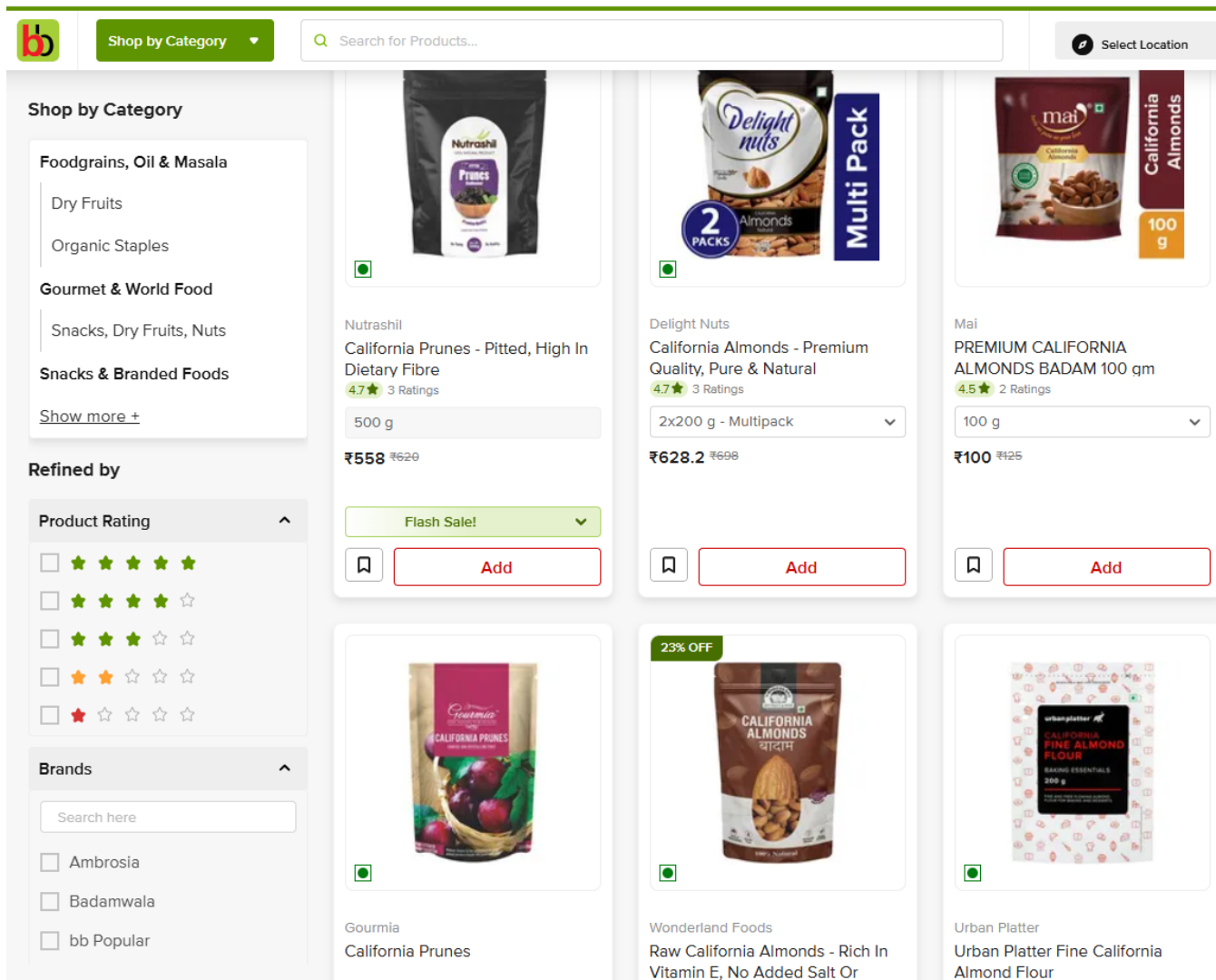


Image 1: U.S. Products on Big Basket Website

Quick Commerce

Quick commerce is one of the fastest-growing segments, projected to reach \$5.3 billion in revenue by 2025, [according to Statista](#). It caters to customers who demand ultra-fast (10-30 minute) deliveries of groceries and essentials. Recent years have accelerated its adoption and now it has become an essential service in urban cities, where it accounts for 5-6 percent of household grocery spending. [Swiggy Instamart](#), [Blinkit](#), and [Zepto](#) control over 85 percent of the market. Retail giants Flipkart, Amazon, and Reliance's JioMart are investing heavily in their expansion. The platforms cater to increasing demand for international fresh fruits, as well as premium snacks, chocolates, and beverages. Availability can vary by platform and location. Indian regulations require e-commerce platforms to clearly display where each product was made, which helps buyers know if they are buying U.S.-origin goods. Pricing is competitive, with frequent discounts and bundled offers, especially for imported and premium items to attract new customers.

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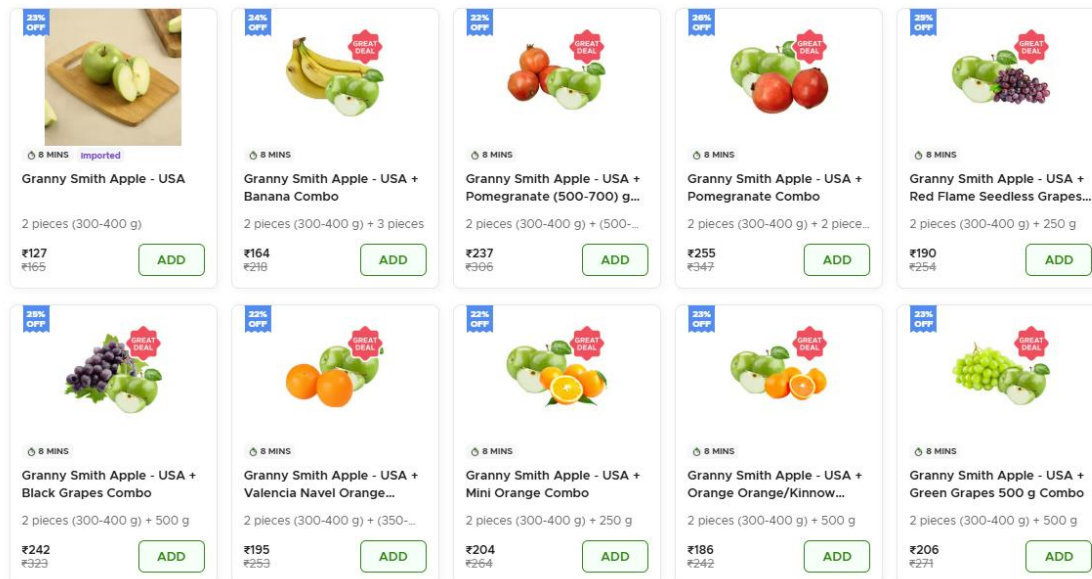


Image 2: U.S. Fresh Fruit Products on Blinkit Website

Festive Shopping

Festivals are a big part of Indian culture, and they bring a massive shopping rush every year. From September to December, when the country celebrates major festivals, around 35 percent of consumers spend more on festive supplies, gifts, and specialty foods. E-commerce platforms host sales events, such as Amazon's Great Indian Festival and Flipkart's Big Billion Days. These sales offer huge discounts and attract millions of buyers looking for deals. This is a prime opportunity to promote premium products like nuts, chocolates, and dried fruits that are popular as gifts and for festive cooking. Quick commerce platforms experience a spike in orders as people look for last-minute items and tap into impulse purchases.

Table 1: Mode of Purchase for Indian Grocery Consumers in Percentage (2025)

Product Category	Offline	Online	Both (Omnichannel)
Packaged Foods/Groceries	40–50%	15–20%	30–45%
Fresh Produce	70–80%	5–10%	15–25%

Table 2: Local vs. Imported vs. U.S. Food Products

Product Type	Market Share/Presence	Key Insights
Local	Dominant in staples, fresh food	Price-sensitive, strong supply chain, trusted brands
Imported (Global)	Growing in premium, niche	Gaining among urban affluent, festive demand
U.S. Products	Niche, premium, seasonal	Strong in nuts, apples, processed foods

Unique Features in India

India’s online grocery market is unique because of its huge size, product diversity, and high accessibility. The country leads in digital payment systems, using Unified Payments Interface, wallets, and cash-on-delivery, which makes shopping easy for people in all regions and income groups—even in smaller towns and villages.

Quick commerce has changed shopping in cities with deliveries in as little as 10–30 minutes, thanks to local “dark stores” and tech-driven logistics. Most platforms work closely with neighborhood kirana stores, which help with fast local delivery and managing inventory. Scheduled delivery slots mean customers can choose when their groceries arrive, reducing missed deliveries and making the process more efficient.

Indian grocery apps use advanced AI to offer personalized suggestions, dynamic prices, and support in many different languages. Discounts, loyalty rewards, and frequent bank-related offers are common, making shopping more affordable and encouraging people to shop regularly.

Market Entry, Opportunities, and Challenges for U.S. Exporters

For U.S. exporters interested in India, it’s important to check if their products comply with Indian rules and have market access. Working with local importers who supply platforms like Amazon and Flipkart can make entering the market easier. Using digital marketing, social media, and influencer partnerships can further boost product visibility.

Best opportunities are in premium categories such as nuts, chocolates, fresh fruits, breakfast cereals, and condiments. Indian consumers prefer smaller packs at competitive prices, and the market is highly competitive, with both local and international brands. New entrants must invest in marketing and build consumer trust while adapting to local tastes. India’s e-commerce market is still young and growing, so now is a great time for global brands to establish themselves.

Attachments:

No Attachments.