

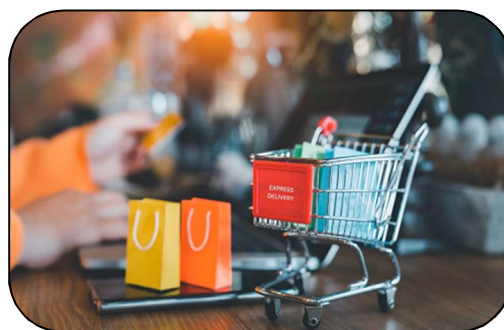


QUICK COMMERCE AND CHANGING CONSUMER BUYING BEHAVIOUR IN INDIA

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ABSTRACT

Quick commerce has emerged as a rapidly growing segment of India's digital retail market, transforming the way consumers purchase groceries, household essentials, food products, personal care items, and other everyday goods. The availability of ultra-fast delivery through digital platforms has changed traditional shopping patterns by providing consumers with convenience, speed, product variety, and easy access to essential items. This study examines the growth of quick commerce in India and its influence on changing consumer buying behaviour. It focuses on factors such as delivery speed, convenience, pricing, discounts, product availability, mobile applications, digital payments, and customer experience that influence consumers' preferences and purchasing decisions. Quick commerce has encouraged consumers to make more frequent and spontaneous purchases, while reducing the need for planned visits to physical stores for many routine requirements. The increasing use of smartphones, internet connectivity, digital payment systems, and location-based delivery services has further supported the expansion of this sector. At the same time, consumers may face concerns related to delivery charges, product prices, product availability, quality, packaging, privacy, and dependence on digital platforms. The growth of quick commerce is also influencing traditional retailers by increasing competition and changing customer expectations regarding speed and convenience. Overall, quick commerce is contributing to a significant transformation in Indian consumer behaviour and retailing, creating new opportunities for businesses while also presenting challenges related to profitability, sustainability, customer loyalty, and long-term market development.



KEYWORDS: *Quick Commerce, Consumer Buying Behaviour, India, E-Commerce, Online Shopping, Instant Delivery, Hyperlocal Delivery, Consumer Preferences, Digital Retail, Online Grocery, Convenience.*

INTRODUCTION

Quick commerce, commonly known as q-commerce, has emerged as an important development in India's rapidly expanding digital retail sector. Unlike traditional e-commerce, which may take several hours or days to deliver an order, quick commerce focuses on delivering products to consumers within a very short period. The model primarily serves everyday needs such as groceries, food items, household essentials, personal care products, medicines, and other frequently purchased goods. The growth of smartphones, internet connectivity, digital payments, and location-based delivery services has created favourable conditions for the expansion of quick commerce in India. The increasing demand for

convenience has played a major role in the development of quick commerce. Modern consumers often have busy lifestyles and prefer purchasing products through digital platforms rather than visiting physical stores. Quick commerce platforms allow consumers to browse products, place orders, make digital payments, and receive deliveries at their homes within a short period. This convenience has changed consumer expectations regarding delivery speed and availability and has encouraged consumers to consider immediate delivery as an important part of their shopping experience. Quick commerce has also influenced the way consumers make purchasing decisions. Traditional shopping often involves planning purchases in advance, visiting stores, comparing products, and waiting for a suitable time to shop. Quick commerce reduces many of these barriers by providing products immediately through mobile applications. As a result, consumers may be more likely to make unplanned or impulse purchases when they can obtain products quickly. Discounts, promotional offers, personalized recommendations, notifications, and easy payment options can further influence purchasing behaviour.

The availability of a wide range of products has expanded the role of quick commerce beyond emergency purchases. Consumers increasingly use these platforms for routine grocery shopping, household requirements, snacks, beverages, personal care products, and other everyday items. The ability to order small quantities whenever required can change purchasing frequency and reduce the need for consumers to maintain large stocks of certain products at home. Digital payments have also contributed significantly to the growth of quick commerce. Consumers can complete transactions using UPI, mobile banking, debit and credit cards, digital wallets, and other electronic payment methods. The integration of digital payments with mobile shopping applications makes the purchasing process faster and more convenient. The growth of digital financial services has therefore supported the wider adoption of quick commerce and other forms of mobile-based retail.

AIMS AND OBJECTIVES

Aim

The main aim of this study is to examine the growth of quick commerce in India and analyze its influence on changing consumer buying behaviour, purchasing preferences, shopping habits, and decision-making processes.

Objectives

The study aims to examine the growth and development of quick commerce in India and understand how rapid delivery services are transforming the traditional retail and e-commerce environment. The study seeks to understand the major factors influencing consumers to use quick commerce platforms, including convenience, delivery speed, product availability, pricing, discounts, ease of ordering, digital payments, and overall customer experience. Another objective is to examine how quick commerce affects consumer purchasing decisions and whether the availability of rapid delivery encourages consumers to make more frequent, spontaneous, or impulse purchases. The study aims to analyze changes in consumer shopping habits resulting from the increasing popularity of quick commerce, particularly in relation to grocery products, household essentials, food items, personal care products, and other frequently purchased goods.

The study also seeks to examine the role of smartphones, mobile applications, internet connectivity, digital payments, and personalized recommendations in encouraging consumers to adopt quick commerce services. Another objective is to assess consumer satisfaction with quick commerce services by considering factors such as delivery time, product quality, product availability, pricing, packaging, reliability, customer service, and convenience. The study aims to examine the impact of quick commerce on traditional retail

businesses and understand how local retailers and conventional stores are responding to changing consumer expectations regarding speed, convenience, and home delivery.

REVIEW OF LITERATURE

Quick commerce has emerged as a new form of digital retail that combines online shopping with rapid last-mile delivery. Existing literature on e-commerce and consumer behaviour suggests that convenience, accessibility, technology, service quality, and delivery performance are important factors influencing online purchasing decisions. Quick commerce extends these factors by placing particular emphasis on delivery speed and immediate product availability. The growing use of smartphones, mobile applications, digital payments, and internet services has created favourable conditions for consumers to adopt rapid delivery platforms. The Technology Acceptance Model provides a useful theoretical foundation for understanding consumer adoption of quick commerce. The model emphasizes perceived usefulness and perceived ease of use as important factors affecting technology adoption. In the context of quick commerce, consumers are more likely to use these services when they believe that the platform saves time, simplifies shopping, provides easy access to products, and offers a convenient ordering process. A simple mobile application, easy navigation, secure payment system, and reliable delivery can therefore encourage continued use.

The literature on consumer behaviour indicates that convenience is one of the major reasons for the growth of online shopping. Consumers increasingly value services that reduce the time and effort required to purchase products. Quick commerce strengthens this convenience by providing rapid delivery of frequently needed products. Consumers may use such services when they require products immediately, have limited time for physical shopping, or prefer home delivery. This suggests that convenience can influence both the initial adoption and continued use of quick commerce platforms. Delivery speed is a particularly important factor distinguishing quick commerce from traditional e-commerce. Conventional online shopping may involve delivery over several days, whereas quick commerce attempts to provide products within a much shorter period. Research on online retail service quality suggests that delivery reliability, accuracy, timeliness, and convenience can influence customer satisfaction. In quick commerce, these factors become even more significant because the primary value proposition is based on speed. Delayed deliveries or unavailable products may therefore have a stronger negative impact on customer satisfaction. Studies of impulse buying provide another important perspective on quick commerce. The easy availability of products through mobile applications, combined with personalized recommendations, discounts, notifications, and rapid delivery, can encourage consumers to make unplanned purchases. Traditional shopping may require consumers to physically visit a store, while quick commerce allows products to be ordered within a few minutes. This reduction in time and effort may increase the likelihood of spontaneous purchases, particularly for snacks, beverages, household items, and other low-cost products.

STATEMENT OF THE PROBLEM

The rapid growth of quick commerce has significantly changed the retail environment in India by providing consumers with the ability to order everyday products through mobile applications and receive them within a very short period. The increasing popularity of quick commerce platforms has created new expectations regarding convenience, delivery speed, product availability, and shopping flexibility. However, the rapid development of this business model has also created a need to understand how it is changing consumer buying behaviour and whether these changes are long-term or mainly driven by promotional offers and convenience. One of the major problems is the changing nature of consumer purchasing

decisions. Traditional shopping often involves planning purchases, visiting physical stores, comparing products, and purchasing items based on immediate needs. Quick commerce reduces the time and effort involved in this process and allows consumers to purchase products within minutes. This convenience may encourage consumers to make more frequent and unplanned purchases, particularly for groceries, snacks, beverages, household items, and other everyday products. Therefore, it is important to understand how rapid delivery is influencing planned and impulse buying behaviour.

Another important problem is the increasing expectations of consumers regarding delivery speed. Quick commerce has created a perception that products should be delivered almost immediately. While this can improve convenience and customer satisfaction, it may also create difficulties for businesses in maintaining inventory, managing delivery operations, controlling costs, and ensuring product availability. Delays, unavailable products, incorrect orders, or poor delivery experiences may negatively affect consumer satisfaction and trust. Pricing is another significant issue. Consumers may be attracted to quick commerce because of discounts, promotional offers, coupons, cashback, and other incentives. However, product prices and delivery charges may sometimes differ from those offered by traditional retailers. Consumers therefore face the challenge of balancing convenience and speed against price and value. It is important to determine whether consumers continue using quick commerce because of genuine convenience or because of temporary promotional benefits.

The growth of quick commerce has also created concerns for traditional retailers and local businesses. Neighbourhood stores have traditionally provided consumers with immediate access to everyday products and personalized service. Quick commerce platforms now offer similar convenience through digital ordering and home delivery. This has increased competition and may influence the purchasing behaviour of consumers who previously depended primarily on local stores. Traditional retailers may therefore need to adapt their business practices to changing consumer expectations. Product quality and availability also represent important challenges. Quick commerce platforms need to maintain a wide range of products while ensuring that items are fresh, safe, correctly stored, and available when customers place orders. Consumers may become dissatisfied if products are unavailable, substituted without their preference, damaged, expired, or of lower quality than expected. Maintaining consistent product quality while providing extremely fast delivery is therefore an important challenge.

NEED OF THE STUDY

The rapid growth of quick commerce has created significant changes in the Indian retail environment and in the way consumers purchase everyday products. The increasing availability of rapid delivery services allows consumers to order groceries, household essentials, food products, personal care items, and other products through mobile applications and receive them within a very short period. This development has changed traditional shopping habits and created a need to understand how quick commerce is influencing consumer buying behaviour in India. The study is needed to understand the growing importance of convenience in consumer purchasing decisions. Modern consumers often have busy lifestyles and prefer shopping methods that save time and effort. Quick commerce provides an alternative to visiting physical stores or waiting several days for conventional online deliveries. Examining the importance of convenience and delivery speed can help businesses understand why consumers choose quick commerce platforms and what encourages them to continue using these services.

There is also a need to examine how quick commerce influences impulse and unplanned purchases. The easy availability of products, personalized recommendations, promotional notifications, discounts, and rapid delivery can encourage consumers to purchase products that they did not originally plan to buy. Understanding this change is important for studying the relationship between digital retail platforms and

consumer decision-making. The study is also important for understanding the role of pricing and promotional offers in consumer behaviour. Quick commerce platforms frequently use discounts, coupons, cashback, and other promotional strategies to attract customers. Consumers may initially adopt these services because of attractive offers, but their long-term use may depend on factors such as product prices, delivery charges, product quality, and overall value. Studying these factors can help determine what motivates consumers to choose quick commerce over traditional retail and other online shopping alternatives.

Another important need for the study is to understand consumer satisfaction and expectations. Quick commerce has increased expectations regarding fast delivery and product availability. Consumers may expect products to be delivered quickly, accurately, and in good condition. Delays, unavailable products, substitutions, damaged goods, or poor customer service can negatively affect satisfaction. Studying these factors can help quick commerce businesses improve service quality and strengthen customer relationships. The study is also needed to understand the impact of quick commerce on traditional retailers. Local stores and neighbourhood businesses have traditionally provided immediate access to everyday products and personal customer service. The growth of quick commerce has introduced increased competition by combining online ordering with rapid home delivery. Understanding changing consumer preferences can help traditional retailers adapt through digital payments, home delivery, online ordering, improved product availability, and other customer-oriented services. The increasing dependence on smartphones and digital payments also creates a need to examine the technological aspects of quick commerce adoption. Consumers require internet connectivity, smartphones, mobile applications, and secure payment facilities to use these services. Differences in digital literacy and access to technology may influence adoption among different groups of consumers. Studying these differences can help businesses and policymakers promote more inclusive digital retail services.

FURTHER SUGGESTIONS FOR RESEARCH

Further research can examine the long-term impact of quick commerce on consumer buying behaviour in India. Future studies can investigate whether consumers continue to prefer quick commerce after promotional discounts and introductory offers are reduced. Research can also examine whether the convenience of rapid delivery creates permanent changes in shopping habits or whether consumers eventually return to traditional retail and conventional e-commerce for certain categories of products. Future research can focus on impulse buying and unplanned purchasing behaviour associated with quick commerce. Researchers can examine how app notifications, limited-time discounts, personalized recommendations, product placement, and one-click purchasing influence spontaneous buying decisions. Studies can also investigate whether frequent exposure to quick commerce platforms leads to higher purchasing frequency and changes in household spending patterns. There is also scope for comparative research between quick commerce, traditional e-commerce, supermarkets, and neighbourhood retail stores. Such studies can compare consumer preferences based on price, convenience, delivery speed, product variety, quality, customer service, and trust. Research can also examine why consumers choose different retail channels for different categories of products.

Further studies can examine differences in quick commerce adoption among demographic groups. Age, income, occupation, education, location, family size, and digital literacy may influence consumer preferences. Comparative research between urban, semi-urban, and rural consumers could provide a deeper understanding of the accessibility and future potential of quick commerce across different parts of India. Another important area for future research is the impact of quick commerce on traditional retailers and small businesses. Researchers can study how local retailers are responding to increased competition

and whether adopting digital ordering, home delivery, online promotion, and digital payment systems can help them retain customers.

Future research can also examine whether partnerships between local retailers and digital platforms could provide sustainable alternatives to fully centralized quick commerce models. Future research can also focus on customer satisfaction and loyalty. Researchers can investigate how delivery accuracy, delivery time, product quality, packaging, customer service, refund policies, and availability influence repeat purchases. Longitudinal studies could determine whether fast delivery alone is sufficient to create customer loyalty or whether consumers ultimately prioritize price, quality, and reliability. The sustainability of quick commerce should receive greater attention in future research. Studies can examine the environmental effects of rapid delivery, including packaging waste, delivery vehicle usage, energy consumption, and inefficient delivery patterns. Researchers can explore whether consumers are willing to accept slightly longer delivery times in exchange for environmentally sustainable practices and whether sustainable delivery models can remain commercially viable.

SCOPE AND LIMITATIONS

The scope of this study is to examine the growth of quick commerce in India and its influence on changing consumer buying behaviour. The study focuses on the increasing use of digital platforms that provide rapid delivery of groceries, food products, household essentials, personal care products, and other frequently purchased items. It examines how consumers use quick commerce applications and the factors that influence their decision to adopt and continue using these services.

The study covers important factors affecting consumer behaviour, including convenience, delivery speed, product availability, pricing, discounts, promotional offers, ease of ordering, digital payment facilities, product quality, customer service, and overall shopping experience. It examines how these factors influence consumer awareness, preferences, purchase intentions, customer satisfaction, repeat purchases, and impulse buying behaviour. The scope of the study also includes changes in traditional shopping habits. It examines whether consumers are shifting from physical stores and conventional e-commerce toward quick commerce for everyday purchases. The study considers how rapid delivery and easy access to products may influence the frequency and timing of purchases and whether consumers are increasingly making spontaneous or unplanned purchases.

The study also considers the impact of quick commerce on traditional retailers and local businesses. It examines how changing consumer expectations regarding delivery speed and convenience may create greater competition for neighbourhood stores. The study provides an understanding of how retailers may need to adapt through digital payments, home delivery, online ordering, improved customer service, and other technology-based approaches. The study further covers the role of smartphones, mobile applications, internet connectivity, digital payments, and personalized recommendations in supporting quick commerce adoption. It also considers challenges such as product availability, delivery reliability, pricing, quality, privacy concerns, and customer satisfaction. The study is relevant to consumers, quick commerce companies, traditional retailers, marketers, researchers, and policymakers interested in India's changing digital retail environment. However, the study has certain limitations. The findings may be affected by the size and geographical coverage of the sample and may not represent the behaviour of all Indian consumers. Quick commerce adoption varies according to age, income, occupation, location, digital literacy, internet access, and personal preferences. Therefore, the findings may not be equally applicable to every consumer group.

Another limitation is the rapidly changing nature of the quick commerce industry. New platforms, technologies, pricing strategies, delivery models, and consumer preferences continue to develop. Findings

based on current market conditions may therefore change over time. The study may also focus primarily on selected product categories and may not cover every type of quick commerce service in detail. Consumer responses may also be influenced by temporary discounts, promotional campaigns, festive seasons, changing economic conditions, or special offers. Such factors can affect purchasing behaviour and may make it difficult to determine whether consumers use quick commerce because of long-term preferences or short-term incentives.

SCOPE OF THE STUDY

The scope of this study is to examine the growth of quick commerce in India and its influence on consumer buying behaviour. The study focuses on the increasing use of digital platforms that provide rapid delivery of groceries, food products, household essentials, personal care products, beverages, and other frequently purchased items. It seeks to understand how quick commerce is changing traditional shopping patterns and influencing the way consumers search for, select, purchase, and receive products. The study covers the major factors that influence consumers' adoption of quick commerce services. These factors include convenience, delivery speed, product availability, pricing, discounts, promotional offers, ease of ordering, digital payment facilities, mobile applications, and customer service. The study examines how these factors influence consumer preferences and purchasing decisions and why consumers may prefer quick commerce over traditional retail stores or conventional e-commerce platforms.

The scope also includes the study of changing consumer buying habits. It examines whether rapid delivery encourages consumers to purchase products more frequently, make smaller purchases, or make spontaneous and unplanned purchases. The study considers the influence of convenience and immediate product availability on impulse buying and examines how quick commerce may reduce the need for consumers to plan certain purchases in advance. Consumer satisfaction and loyalty are also included within the scope of the study. Factors such as delivery time, order accuracy, product quality, packaging, product availability, pricing, refund facilities, and customer support can influence the overall consumer experience. Understanding these factors helps explain whether consumers are likely to continue using quick commerce services and recommend them to others. The study also examines the role of technology in the growth of quick commerce. Smartphones, internet connectivity, mobile applications, GPS-based delivery systems, digital payments, and personalized product recommendations have made rapid delivery services possible. The study considers how these technologies contribute to convenience and influence consumer adoption and shopping behaviour.

FINDINGS

The study finds that quick commerce has emerged as an important part of India's changing retail environment. Consumers are increasingly using quick commerce platforms to purchase groceries, food products, household essentials, personal care products, beverages, and other frequently required items. The availability of rapid delivery through mobile applications has provided consumers with an alternative to visiting physical stores or waiting for conventional e-commerce deliveries. The findings indicate that convenience is one of the most important factors influencing the adoption of quick commerce. Consumers value the ability to order products from their homes at any time without spending additional time travelling to a physical store. The combination of easy ordering, digital payments, home delivery, and quick access to products has made quick commerce attractive to consumers with busy lifestyles.

Delivery speed is another major factor influencing consumer preferences. The promise of receiving products within a short period has created new expectations regarding delivery performance. Consumers increasingly consider speed an important part of the shopping experience, particularly when purchasing

products that are required immediately. Fast and reliable delivery can increase satisfaction, while delays or incorrect deliveries can negatively affect the consumer's experience. The study also finds that quick commerce is influencing purchasing frequency and buying patterns. The easy availability of products allows consumers to make smaller and more frequent purchases rather than waiting to purchase large quantities at physical stores. Consumers may also order products when an immediate need arises, reducing the need for advance planning. This represents a significant change from traditional shopping behaviour. Another important finding is the influence of quick commerce on impulse buying. Discounts, promotional offers, app notifications, product recommendations, attractive displays, and the ability to receive products immediately can encourage consumers to purchase items that were not originally planned. The reduced time between deciding to purchase and receiving a product may increase spontaneous buying, particularly for snacks, beverages, household items, and other low-cost products.

Pricing and promotional offers are also found to influence consumer decisions. Discounts, coupons, cashback offers, and special promotions can encourage consumers to try quick commerce platforms and increase purchase frequency. However, consumers also consider delivery charges, product prices, quality, and overall value. Therefore, low prices alone may not be sufficient to maintain long-term customer loyalty. The findings show that product availability is an important consideration for consumers. Consumers expect commonly required products to be available when they place an order. When products are unavailable, substituted without consent, or delivered in poor condition, consumer satisfaction may decrease. Maintaining accurate inventory and consistent product quality is therefore essential for quick commerce businesses.

DISCUSSION

The growth of quick commerce has brought significant changes to the Indian retail environment and has influenced the way consumers think about shopping, product availability, and delivery. Unlike traditional retail and conventional e-commerce, quick commerce focuses on providing products within a very short period. This emphasis on speed has created a new form of convenience for consumers and has contributed to changing expectations regarding how quickly products should be available after an order is placed. Convenience is one of the strongest factors behind the growth of quick commerce. Consumers can order products from their homes, workplaces, or other locations without travelling to a physical store. The ability to purchase products at any time and receive them quickly is particularly attractive to consumers with busy lifestyles. This suggests that quick commerce is not simply providing another shopping channel but is changing the meaning of convenience in everyday retail. Delivery speed has also become an important factor in consumer decision-making. Traditional e-commerce often involves waiting for scheduled deliveries, whereas quick commerce attempts to satisfy immediate needs. As consumers become accustomed to rapid delivery, their expectations may increase across the wider retail sector. Consumers may begin to consider fast delivery an essential part of good service rather than an additional benefit. This can create pressure on both quick commerce companies and traditional retailers to improve their delivery capabilities.

The study also indicates that quick commerce can influence the frequency and nature of consumer purchases. The ability to order small quantities whenever required may reduce the need for consumers to plan certain purchases in advance. Instead of purchasing a large quantity during a weekly or monthly shopping trip, consumers can order products whenever a need arises. This can lead to more frequent transactions and smaller individual purchases. Another important aspect is the relationship between quick commerce and impulse buying. Mobile applications make products highly visible through recommendations, promotional banners, notifications, and discounts. When combined with rapid delivery,

these features reduce the time between the desire to purchase a product and its actual delivery. Consumers may therefore be more likely to make spontaneous purchases. This is particularly relevant for products such as snacks, beverages, personal care items, and other relatively low-cost goods. Pricing and promotions play an important role in attracting consumers, but convenience appears to be equally important. Discounts, coupons, cashback offers, and special deals can encourage consumers to try quick commerce services. However, consumers are likely to evaluate the total value of a purchase by considering product price, delivery charges, quality, and convenience. Therefore, businesses need to balance promotional strategies with competitive pricing and consistent service quality to develop long-term customer relationships.

CONCLUSION

The study concludes that quick commerce has become an important force in transforming consumer buying behaviour and the retail environment in India. The rapid growth of mobile applications, smartphones, internet connectivity, digital payments, and technology-driven delivery systems has made it possible for consumers to purchase everyday products and receive them within a very short period. Quick commerce has therefore introduced a new level of convenience and speed into the Indian shopping experience. Convenience and rapid delivery are among the most important factors influencing consumer adoption of quick commerce. Consumers can purchase groceries, household essentials, food products, personal care items, and other frequently required goods without visiting physical stores or waiting for conventional online deliveries. This has changed traditional shopping habits and encouraged consumers to value immediate availability and time-saving services. The study also concludes that quick commerce can influence purchasing frequency and impulse buying behaviour. The ease of ordering products, combined with discounts, promotional offers, personalized recommendations, and fast delivery, can encourage consumers to make unplanned purchases. Consumers may also make smaller and more frequent purchases because they can order products whenever a need arises rather than planning purchases in advance.

Digital payments have further strengthened the quick commerce model. UPI, mobile banking, cards, and digital wallets have made online transactions fast and convenient. The integration of payment facilities into mobile shopping applications has reduced the effort involved in completing purchases and has supported the wider adoption of quick commerce services. The study finds that consumer satisfaction depends not only on delivery speed but also on product quality, product availability, order accuracy, pricing, packaging, customer service, and refund procedures. Fast delivery alone cannot ensure long-term customer loyalty if consumers receive poor-quality products, incorrect orders, or unreliable service. Quick commerce companies therefore need to focus on overall customer experience. The growth of quick commerce has also created greater competition for traditional retailers. Consumers increasingly expect fast service, convenient payment methods, and home delivery. Traditional retailers may need to adopt digital technologies and improve their service offerings to respond to these changing expectations. At the same time, local stores continue to have advantages such as personal relationships, familiarity, and direct customer interaction.

RECOMMENDATIONS

India's quick-commerce market has reached approximately US\$13–14 billion in FY2026, accounting for around 17% of total online retail GMV. Quick commerce now commands nearly 70% of online grocery, indicating a major shift in consumer purchasing behaviour from traditional planned shopping toward faster, convenience-driven purchases. Consumer frequency has increased substantially: average monthly quick-commerce ordering frequency rose from 4.4 orders in FY2021 to nearly 6 orders in FY2024. Monthly

transacting users also grew by more than 40% in FY2024, while average order values increased by more than 15%. In 2024, quick commerce accounted for more than two-thirds of India's online grocery orders and approximately 10% of total e-retail spending. The market reached around US\$7 billion in 2024, compared with US\$1.6 billion in 2022.

Consumer behaviour is also becoming more frequent and impulse-oriented. A 2025 consumer study reported that 82% of users purchased snacks and 68% purchased fruits and vegetables through quick-commerce platforms, while 53% placed more than five orders per month and 67% reported average order values above ₹400. Unplanned purchases account for approximately 6–8% of quick-commerce sales. The recommendations emerging from these trends are that quick-commerce companies should focus on maintaining delivery reliability, expanding beyond groceries, improving product availability, using personalized recommendations, developing smaller and affordable product packs, and strengthening operations in Tier-1 and Tier-2 cities. The strongest opportunity lies in converting occasional users into habitual users while reducing dependence on discounts and improving profitability. Non-grocery categories are already expanding, with consumers increasingly purchasing beauty products, electronics, home products and other discretionary items through instant-delivery platforms.

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