**Kirana Stores Aren’t Going Anywhere—And Here’s Why**

In the flashy world of 10-minute deliveries and Gen-Z ordering groceries with emojis, it’s easy to assume India’s kirana stores are on borrowed time. After all, why wait at your local shop when Zepto or Blinkit can bring you a pack of chips before your kettle boils?

But here’s the twist: *kiranas are not dying*. In fact, they’re thriving quietly in the background, powering 90% of India’s grocery retail and serving a market that quick commerce still can’t crack.

**The Market Everyone Forgets: Bharat > Bandra**

Quick commerce is exploding—growing at 70–80% YoY, fueled by urban convenience and VC cash. But its primary user? Let’s call her Aditi—from Bandra, late 20s, working professional, ordering hummus and almond milk after a long day.

But India is full of Rahuls, Rams, and Ritas—who live in Tier-2 towns, run households on a tight budget, and shop almost daily in Rs. 5, Rs. 10, and Rs. 20 packs. These folks aren’t ordering Rs. 90 Dairy Milk bars off an app. They’re buying Rs. 5 packs of masala, Rs. 10 Britannia biscuits, and loose onions from the kirana next door.

Quick commerce might own visibility—but kiranas own *viability*.

**Kiranas: Masters of Sachet Strategy**

India’s consumer behavior has always been driven by *small ticket, high frequency* purchasing. The sachet revolution from the '80s still runs strong—whether it’s shampoo, chips, detergent, or cold drinks.

Even FMCG majors are doubling down on LUPs (Low Unit Packs). Over 55% of Britannia’s sales come from small packs. Parle launched ‘Mini Frooti’ at Rs. 5. HUL makes billions off Rs. 1 and Rs. 5 SKUs.

Guess who stocks them all? Your local kirana.

Quick commerce, meanwhile, favors larger SKUs to boost Average Order Value (AOV). Rs. 5 Dairy Milk or Rs. 10 namkeen? Rarely found. A kirana has 10+ price points for every brand. Apps? Often just one.

**Price Matters. A Lot.**

Let’s talk onions. Literally.

* Quick commerce: ₹61/kg
* Supermarkets: ₹56/kg
* Kiranas: ₹50/kg

Staples like pulses, oils, and veggies are still significantly cheaper at kiranas. And in a country where 90% of people earn under ₹24,000/month, ₹10 saved on onions matters more than a ₹10 delivery fee saved.

**Home Delivery? Already There.**

Think kiranas don’t deliver? Think again.

From WhatsApp orders to missed calls, kiranas have quietly mastered low-tech delivery. No app needed. No sign-up. No cart value minimums. They know your name, your brand preference, and your house number.

40% of a kirana’s orders are already home deliveries—done via walking boys or scooter fleets. And they’re profitable. Why? Zero CAC. Zero ops team. No 24x7 customer service chat.

**Quick Commerce Isn’t Killing Kiranas. It’s Replacing Supermarkets.**

The irony? Most customers switching to quick commerce aren’t coming from kiranas—they’re coming from supermarkets. A convenience-seeking, urban user base that never liked the long queues or weekend parking.

Kirana loyalists are still where they’ve always been—buying small, buying often, and trusting the guy behind the counter.

**The Road Ahead**

The battle isn’t kirana vs. quick commerce. It’s about who serves India’s next billion consumers better. Kiranas already have the trust, product-market fit, and micro-fulfillment muscle. Imagine what happens when they start plugging into tech—inventory management, digital payments, or even live pricing sync with FMCG distributors.

That’s where the real disruption lies.

**TL;DR:**  
Quick commerce is fast. Kiranas are *everywhere*. The future isn’t about one replacing the other. It’s about learning to coexist—and perhaps collaborate. Because for all the buzz and burn, India still shops in sachets.