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# VEGETABLE MARKET ANALYSIS

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# INTRODUCTION

Our project focuses on analyzing vegetable market data and evaluating the quick commerce vegetable business in Delhi. We will extract data from the Noida Vegetable Market to calculate average monthly vegetable prices. Comparisons with nearby markets will help identify price variations and potential reasons. Determining seasonal vegetables based on prices will highlight market demand.

We'll also assess the total cost of a vegetable basket for low-income, middle-income, and high-income families. Analyzing price changes over time for each income group and calculating inflation rates will provide insights into affordability.

Additionally, a case study will explore the market size, competition, challenges, success factors, and technology integration for the quick commerce vegetable business in Delhi.

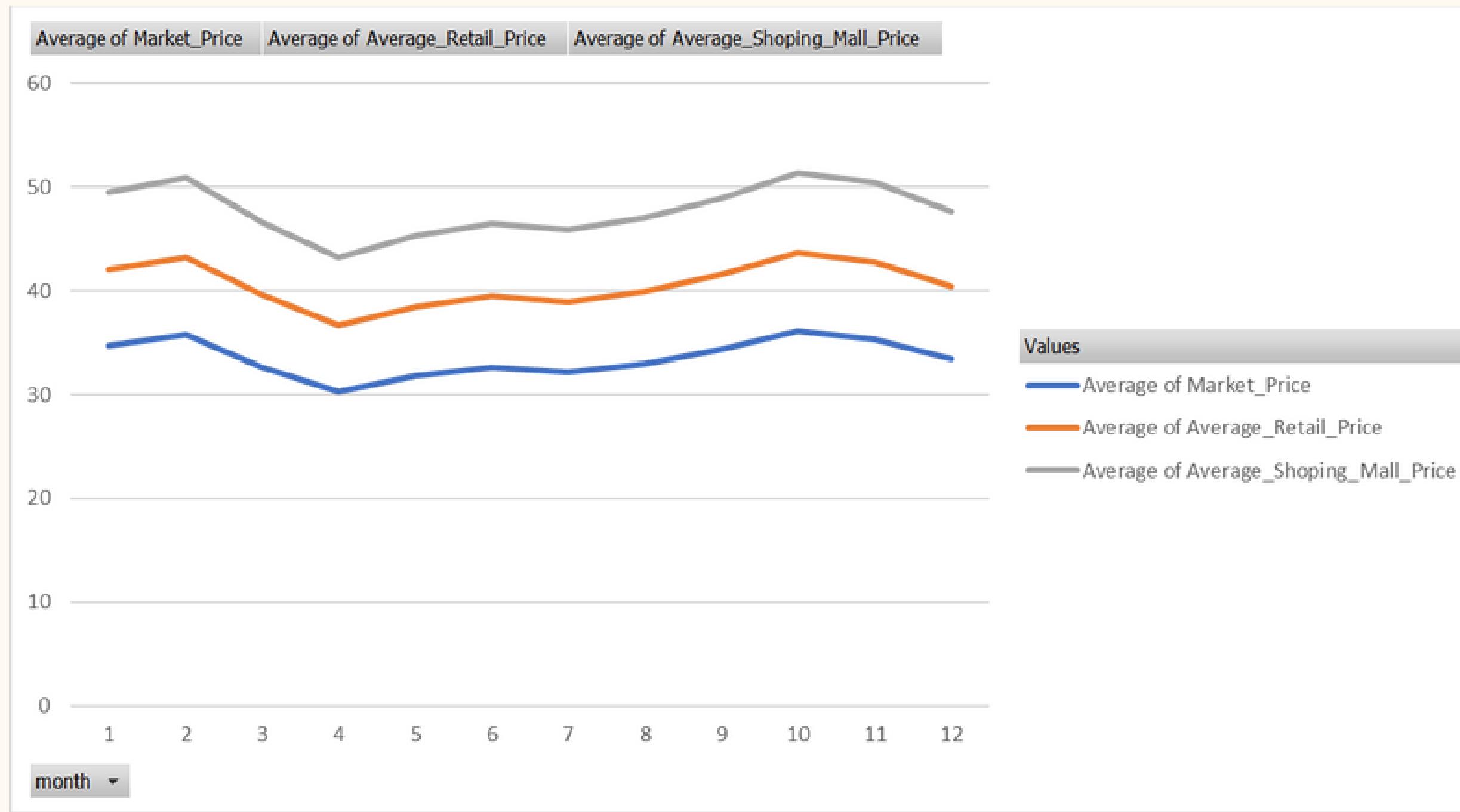


# ONJECTIVE

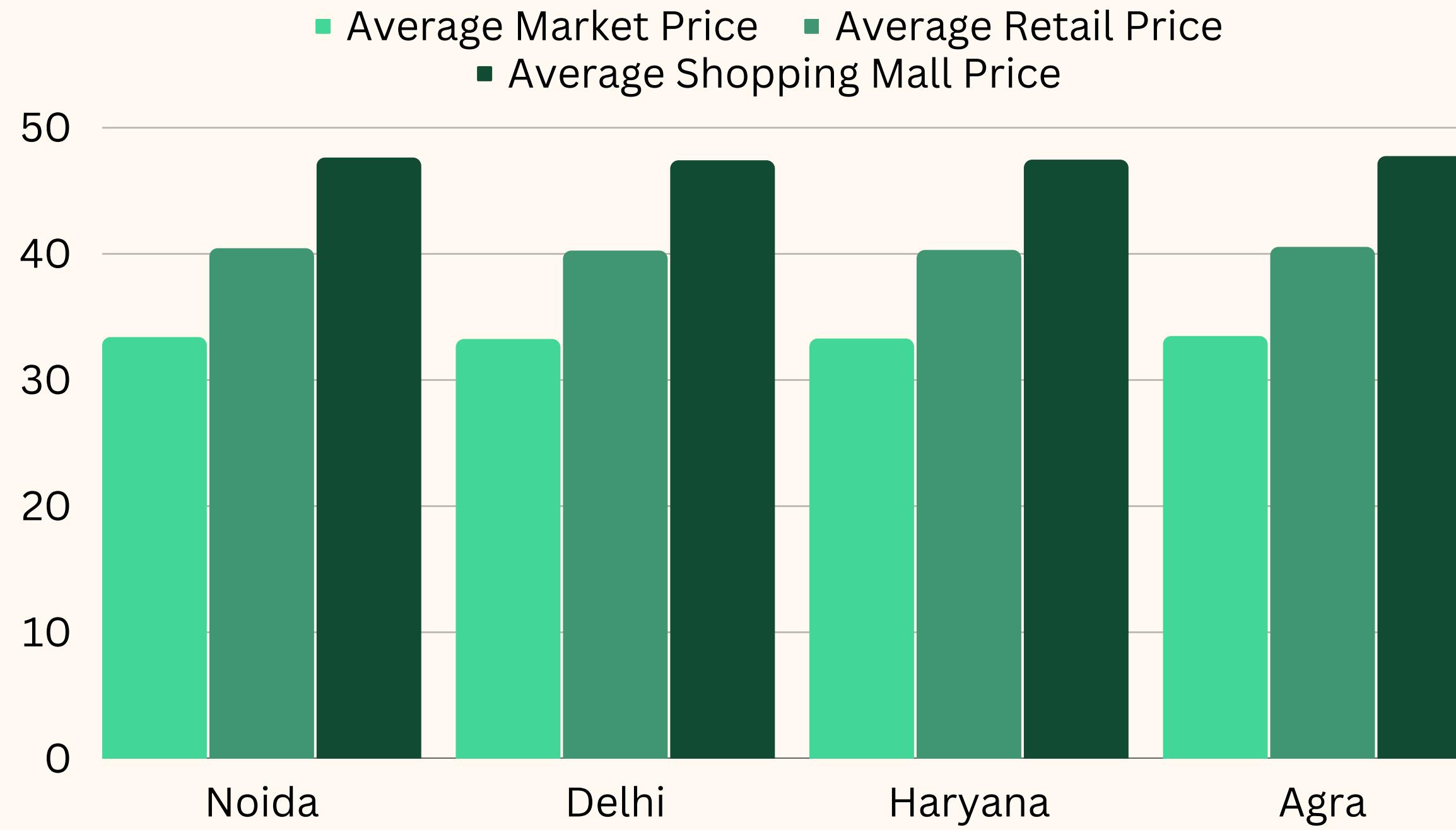
Extract and analyze vegetable data, calculate average prices, identify variations and seasonal vegetables, determine affordability for different income groups, analyze price changes over time, and conduct a case study on quick commerce vegetable business in Delhi.



# THE AVERAGE MONTHLY PRICE OF VEGETABLES IN THE NOIDA MARKET



# DIFFERENCES OR SIMILARITIES IN THE PRICES OF VEGETABLES IN NOIDA VEGETABLE MARKET AND NEARBY LOCATED VEGETABLE MARKETS



# SEASONAL VEGETABLES IN NOIDA MARKET

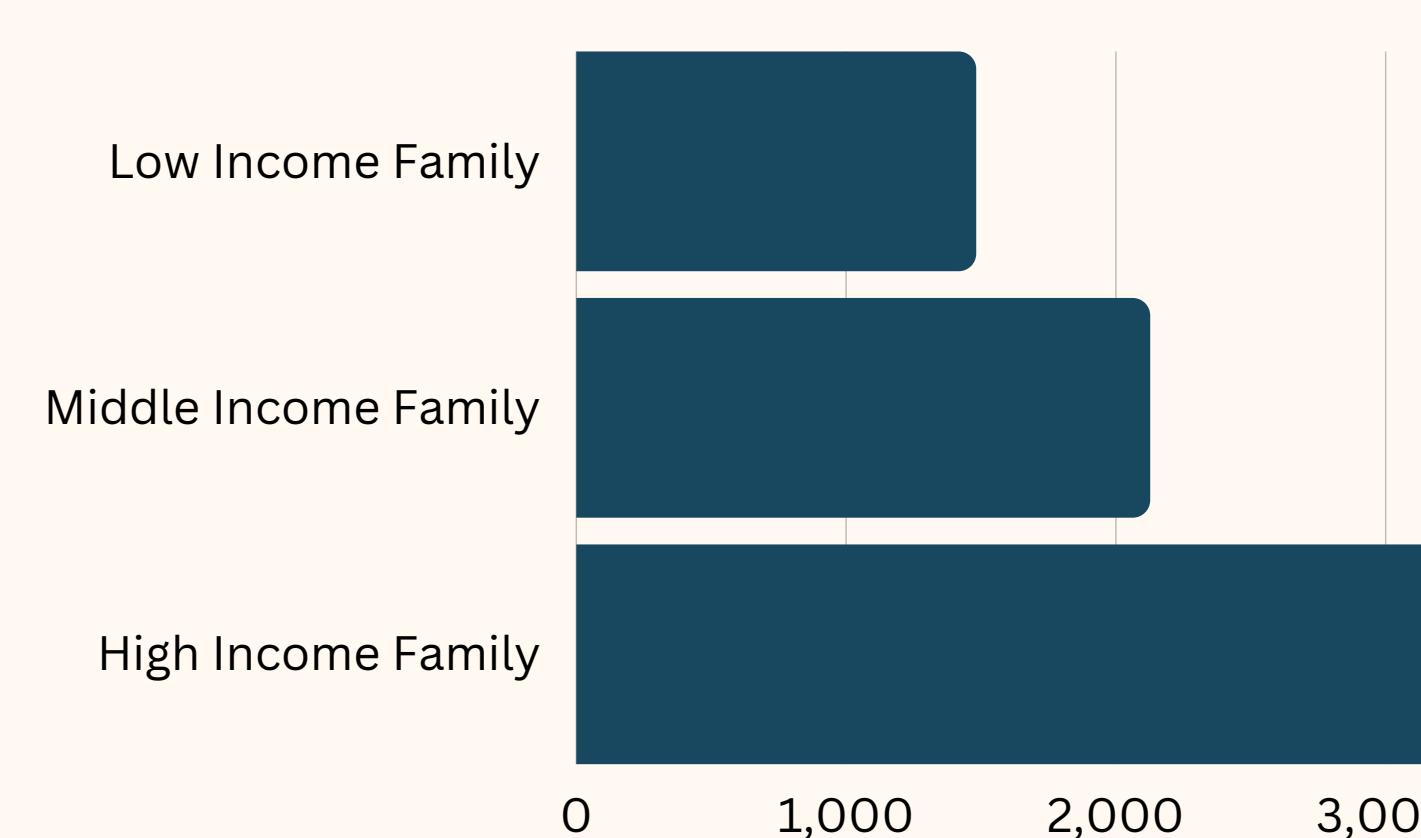
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- Cabbage
- Coriander Leaves
- Cauliflower
- Green Peas
- Fenugreek Leaves
- Baby Corn
- Butter Beans
- Amaranth Leaves
- Dill Leaves
- Snake Gourd
- Green Chilli
- Cucumber
- Mint Leaves
- Coconut
- Onion Big
- Beetroot
- Cluster beans
- Carrot
- Broad Beans
- Raw Banana (Plantain)
- Brinjal (Big)
- Ladies Finger
- Garlic
- Lemon (Lime)
- French Beans
- Onion Small
- Drumsticks
- Mango Raw

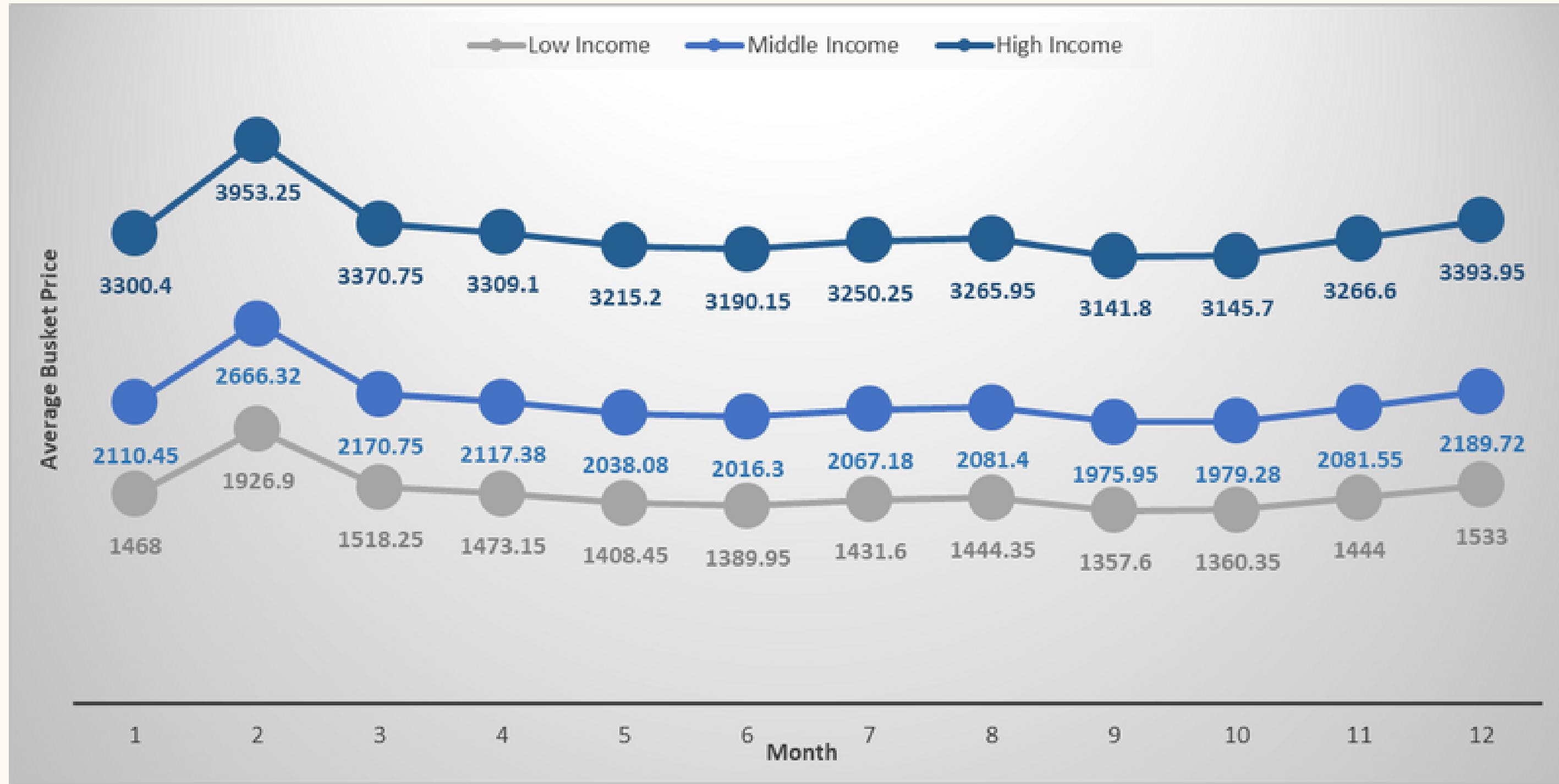


# AVERAGE COST OF A VEGETABLE BASKET FOR FAMILY OF VARIOUS INCOME GROUP

Standard Vegetable Basket
Two Seasonal Vegetables
One Non-Seasonal Vegetable
Potato
Onion
Green Chilli
Garlic
Ginger

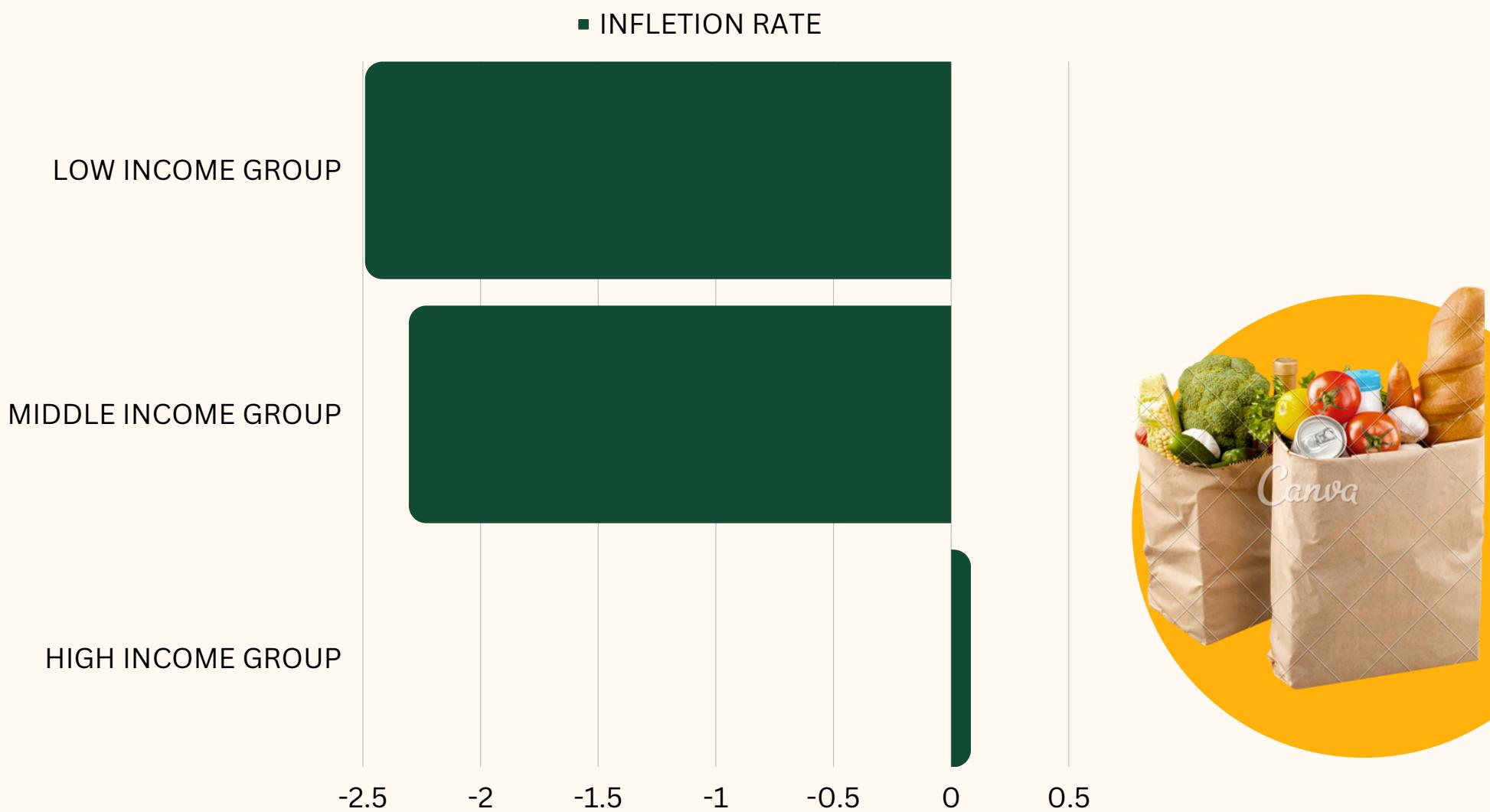


# PRICES OF THE VEGETABLE BASKET CHANGE OVER TIME FOR EACH INCOME GROUP



# INFLATION RATE FOR EACH INCOME GROUP BASED ON THE PRICES OF THE VEGETABLE BASKET

	AVERAGE BUSKET PRICE IN 2022	AVERAGE BUSKET PRICE IN 2023
LOW INCOME GROUP	1558.95	1520.15
MIDDLE INCOME GROUP	2220.60	2169.46
HIGH INCOME GROUP	3429.74	3432.57



# FUTURE SCOPE FOR QUICK COMMERCE VEGETABLE BUSINESS IN DELHI

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The estimated market size for the quick commerce vegetable business in Delhi is 20,000,000 kg per month. The potential market size for the quick commerce vegetable business in Delhi by 2025 is projected to be around 6,000,000 kg per month. The top players in the market currently hold the following market shares: Grofers (1,800,000 kg), Big Basket (1,500,000 kg), Amazon Pantry (1,200,000 kg), Swiggy Stores (900,000 kg), and Others (600,000 kg). The key challenges faced by the quick commerce vegetable business include infrastructure and transport issues, competition, and maintaining a consistent supply of fresh vegetables. By leveraging technology, such as online ordering platforms, inventory management systems, route optimization software, mobile communication, CRM systems, and data analytics, the business can improve operations and enhance the customer experience.



## **MARKET SIZE AND POTENTIAL FOR THE QUICK COMMERCE VEGETABLE BUSINESS IN DELHI**

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The market size for the quick commerce vegetable business in Delhi is estimated to be 20,000,000 kg per month, based on the average monthly vegetable consumption per household and the number of households. The potential growth of this business is projected to reach around 6,000,000 kg per month by 2025, considering an expected market share of 30%.



# COMPETITIVE LANDSCAPE FOR QUICK COMMERCE VEGETABLE BUSINESS IN DELHI

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**GROFERS**  
30% Maket Share

**BIG BASKET**  
25% Maket Share

**AMAZON**  
20% Maket Share

**SWIGGY**  
15% Maket Share

**OTHERS**  
10% Maket Share

# KEY CHALLENGES

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Key challenges faced by the quick commerce vegetable business in Delhi include infrastructure and transportation issues, intense competition in the market, and maintaining a consistent supply of fresh vegetables. These challenges require addressing logistical concerns, improving supply chain management, and implementing strategies to reduce spoilage and additional sourcing costs.

# KEY SUCCESS FACTORS

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Key success factors for the quick commerce vegetable business in Delhi include competitive pricing, which involves sourcing vegetables at reasonable costs, managing operational expenses, and setting desired profit margins. Additionally, ensuring a reliable and efficient supply chain, maintaining product quality, and offering a seamless customer experience are crucial factors for success.

# LEVERAGING TECHNOLOGY

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Leveraging technology can significantly improve operations and customer experience for the quick commerce vegetable business in Delhi. Implementing an online ordering platform, including a website and apps, can increase sales by an estimated 7,00,000 kg per month, while also reducing operational costs. Furthermore, employing inventory management systems, route optimization software, mobile communication and tracking, customer relationship management (CRM) systems, and data analytics can enhance efficiency, optimize operations, and provide personalized experiences for customers.

# THANK YOU!

