**Key Takeaways**

📈 "Did you know Tier 3 cities now drive 40% of Blinkit's revenue?"

That’s right. Our latest sales dashboard tells a compelling story about the evolving Indian grocery landscape:  
  
🌱 Health-conscious choices are on the rise—low-fat products are gaining serious traction.  
 🍎 Fruits & veggies lead in sales, but snacks still win hearts (and wallets).  
 🏙️ Tier 3 cities are outperforming Tier 1 & 2, becoming unexpected growth champions.  
 🏪 Small and medium outlets are the unsung heroes—driving ~40% of total sales.  
 📦 Online grocery boom has fueled a store surge: from 900 to 1,400 in just 10 years.