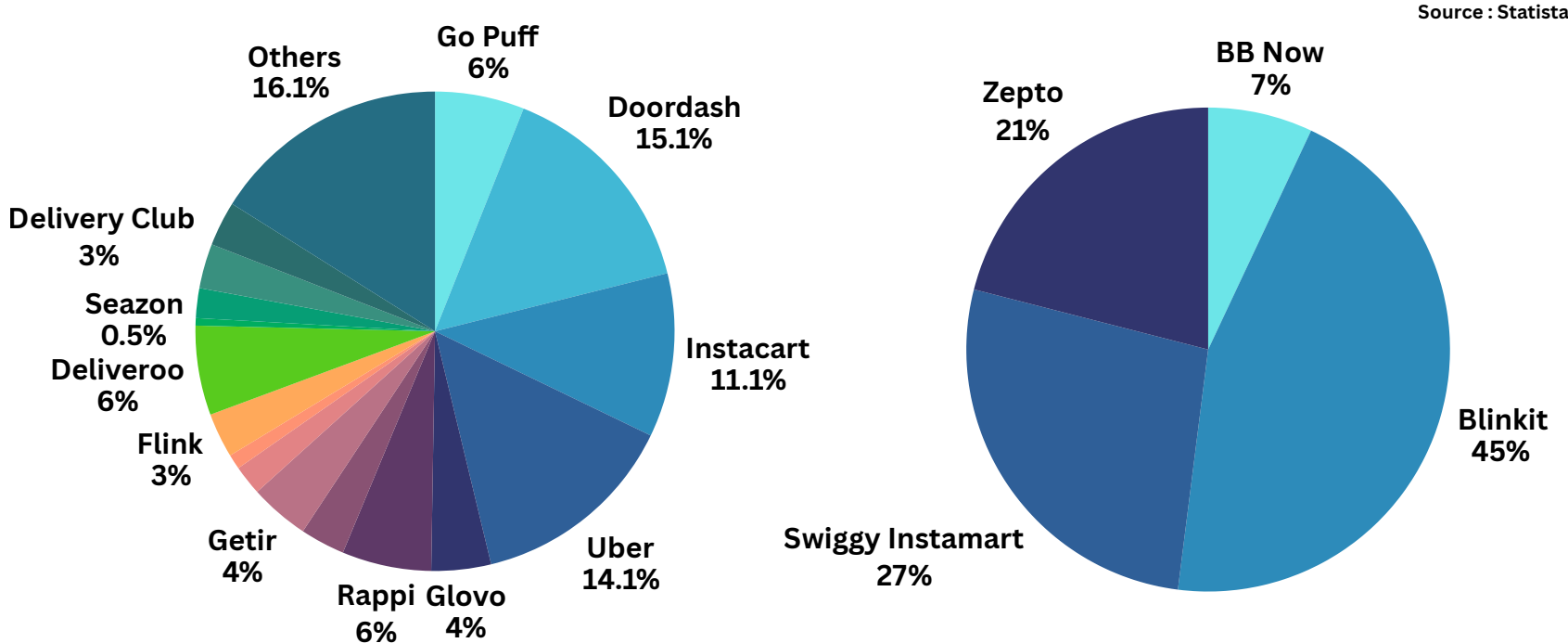


# Market Research

# Business Model

# Comprehensive Analysis



Market Share of Global Quick commerce players

Market Share of Indian Quick commerce players

## Global

### TAM

170.80  
Billion USD

CAGR  
(2024-29)

9.24%

## India's

### TAM

45  
Billion USD

CAGR  
(2024-29)

22.33%



## Quick Commerce Players

### Global

Company	Revenue	Growth%	User Base
	\$2B	1900%	1.8M
	\$7B	723.5%	37M
	\$3B	328.6%	13.7 M
	\$10B	426.3%	66M

(Last 5 yrs)

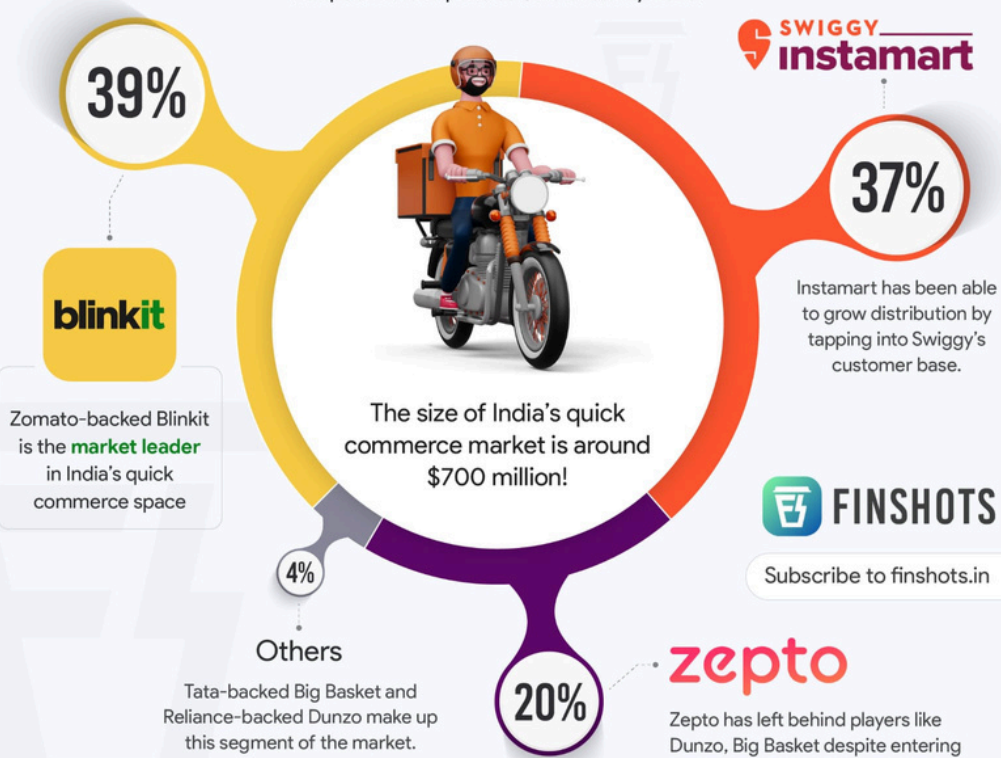
### Indian

Company	Revenue	Growth%	User Base
	\$300M	400%	5M
	\$1B	525%	15M
	\$1B	1400%	10M
	\$1.5B	1011%	20M

(Last 5 yrs)

## Quick Commerce in India

India's quick commerce market is mainly dominated by three players- Blinkit, Swiggy Instamart, and Zepto. The market value is expected to expand to \$5.5 billion by 2025.



Source : AllianceBernstein on Indian E-commerce, Economic Times





# Market Research

# Business Model

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## Market Position

Brand	Market Growth	Market Share	Speed of Delivery
	<i>Rapid expansion, significant growth</i> 9/10	<i>Significant, strong presence</i> 9/10	<i>15-30 minutes, consistent</i> 8/10
	<i>Strong growth, early mover advantage</i> 8/10	<i>High growth rate, gaining traction</i> 8/10	<i>10-20 minutes, very fast</i> 9/10
	<i>High growth rate, gaining traction</i> 7/10	<i>Rapidly capturing market share</i> 7/10	<i>10-20 minutes, ultra-fast</i> 9/10
	<i>Steady growth, niche focus</i> 6/10	<i>Moderate, niche player</i> 6/10	<i>19 minutes, fast</i> 8/10

## Product Placement

Geographical Coverage	Product and Service Range	Cumulative Score
<i>Wide coverage, metro and tier 2 cities</i> 8/10	<i>Wide range, groceries, essentials</i> 8/10	42/50
<i>10-20 minutes, very fast</i> 9/10	<i>Strong in metro and tier 1 cities</i> 8/10	42/50
<i>Expanding rapidly in major cities</i> 7/10	<i>Focused range, targeting youth</i> 7/10	37/50
<i>Moderate, niche player</i> 7/10	<i>Diverse range, hyperlocal focus</i> 7/10	34/50