

## **A Study on Quick Commerce in India: Growth, Challenges, and Economic Contribution**

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<p><b>Peer Review Information</b></p> <p><i>Type: Article</i> <i>Received: 28 March 2026</i> <i>Revised: 26 April 2026</i> <i>Accepted: 11 May 2026</i> <i>Published: 02 June 2026</i></p>	<p style="text-align: center;"><b>Abstract</b></p> <p>This study examines the growth and future potential of Quick Commerce (Q-commerce) in India, focusing on its financial stability, competitive position, and contribution to the economy. The research is based on both primary and secondary data. Primary data was collected through a questionnaire from 111 respondents to understand customer behavior, usage patterns, and pricing perception. Secondary data was collected from industry reports and financial sources to analyze market growth and operational challenges.</p> <p>The findings indicate strong demand for Q-commerce services, especially among young consumers aged 18–24. The study highlights that frequency of usage has a greater impact on sustainability than average order value, emphasizing the importance of customer retention. The chi-square test confirms that pricing fairness significantly affects customer loyalty. Secondary analysis shows rapid industry growth but also reveals challenges such as high operational costs and dependence on funding.</p> <p>The study concludes that while Q-commerce has strong growth potential, long-term success depends on improving operational efficiency, maintaining fair pricing, and building customer loyalty.</p> <p><b>Keywords:</b> Quick Commerce (Q-Commerce); Customer Loyalty; Pricing Fairness; Consumer Behavior; Operational Efficiency; Market Growth.</p>
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### **How to Cite This Article**

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**Introduction**

In recent years, the Indian retail sector has seen rapid digital transformation, leading to the emergence of Quick Commerce (Q-commerce). This model focuses on delivering products within a very short time frame, usually between 10 to 30 minutes, making it different from traditional e-commerce platforms.

Q-commerce has gained popularity mainly in metro cities, where consumers prefer convenience and time-saving services. Unlike traditional shopping or even regular online shopping, Q-commerce allows users to order small quantities of daily essentials and receive them almost instantly.

However, despite its growing demand, the business model faces several challenges. Many companies are expanding rapidly, but at the same time struggling to achieve profitability. High delivery costs, competition, and dependence on investor funding raise questions about long-term sustainability.

*Basic Concept of Quick Commerce*

Quick Commerce (Q-commerce) is a segment of e-commerce that focuses on delivering goods within a short time frame, typically 10–30 minutes. It emphasizes speed, convenience, and real-time fulfillment of customer needs.

The model operates through dark stores, hyperlocal delivery networks, and technology-driven systems such as real-time tracking and route optimization. Unlike traditional e-commerce, Q-commerce supports small, frequent purchases rather than bulk buying, reflecting changing consumer preferences toward convenience and immediacy.

**This study aims to understand:**

- Whether Q-commerce can become financially stable
- Its future growth potential
- Its ability to compete with established platforms
- Its contribution to the Indian economy

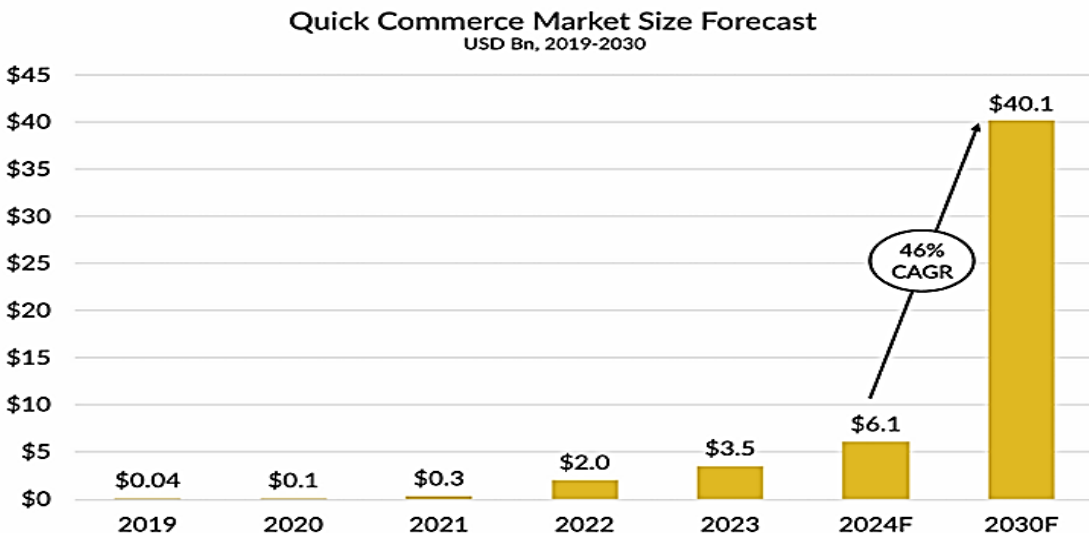
The research attempts to evaluate whether Q-commerce is a temporary trend or a long-term shift in consumer behaviour.

**Literature Review**

Quick Commerce in India has developed rapidly, especially after the COVID-19 period, when demand for fast and contactless delivery increased significantly. The model combines the convenience of e-commerce with the speed of hyperlocal delivery systems.

*Market Growth and Evolution*

The industry has shown strong growth in recent years and is expected to expand further in the coming decade. Companies are moving beyond metro cities and exploring opportunities in Tier-2 and Tier-3 markets.



*Fig. 1. Quick Commerce Market Size Forecast in India (2019–2030)*

Source: EMQQ Global (2024)

### Business Models and Infrastructure

Different companies follow different models such as:

- Inventory-based systems (e.g., Blinkit, Big Basket)
- Hyperlocal delivery models
- Mixed or hybrid models

A key element in all models is the use of dark stores, which help reduce delivery time.



Fig. 2. Average Order Value (AOV) Comparison of Major Quick Commerce Platforms

### Financial Challenges

Although the sector is growing, profitability remains a concern. High operational costs, especially last-mile delivery expenses, make it difficult for companies to achieve stable profits.

### Customer Behavior

Customers are increasingly preferring convenience over price savings. Instead of bulk buying, they place smaller but more frequent orders, which supports the Q-commerce model.

### Research Gap

There is limited research on:

- Financial sustainability
- Profitability of Q-commerce companies
- Long-term impact on the Indian economy

### Research Methodology

#### Research Design

The study uses a descriptive and analytical research design.

#### Data Collection

- Primary Data: Questionnaire (111 respondents)
- Secondary Data: Reports, articles, financial data

#### Sampling Method

Convenience sampling method was used.

#### Variables

- Independent: Customer demand, cost, technology, competition

- Dependent: Financial stability, growth, competition, economic contribution

Table 1: Research Design of the Study

Component	Selected Option	Reason
Type	Descriptive	To explain current status of Quick Commerce businesses in India
Research Approach	Quantitative	To use measurable data and apply statistical analysis
Time Horizon	Cross-Sectional	To study the present market conditions instead of long-term changes

**Results**

The analysis of primary data provides clear insights into customer behaviour and usage patterns of Q-commerce services.

*Demographic Analysis*

The majority of respondents belong to the 18–24 age group, indicating that young consumers are the primary users of Q-commerce platforms.

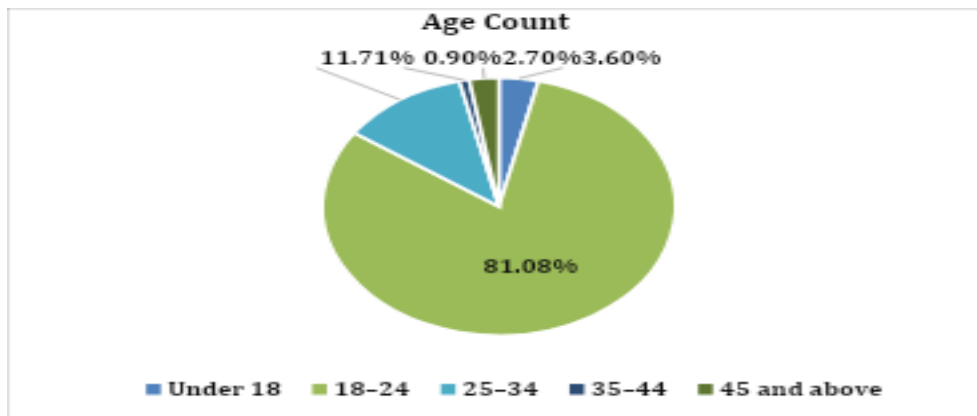


Fig. 3. Age Distribution of Respondents

**4.2 Usage Behavior**

The findings show that a large number of respondents use Q-commerce platforms frequently, often multiple times per week. This reflects a shift toward convenience-based purchasing rather than planned shopping.

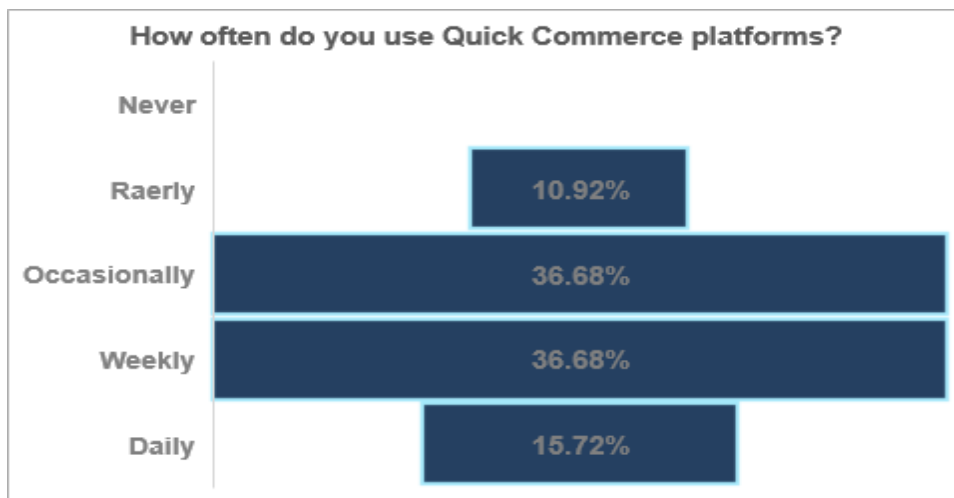


Fig. 4. Frequency of Using Quick Commerce Platforms

### Pricing and Customer Loyalty

The data indicates that pricing plays a significant role in influencing customer loyalty. Respondents who perceive prices as fair are more likely to continue using the platform.

### Hypothesis Testing

The chi-square test was conducted to examine the relationship between pricing perception and customer loyalty. The results show that the relationship is statistically significant ( $p < 0.05$ ), indicating that pricing has a direct impact on customer retention.

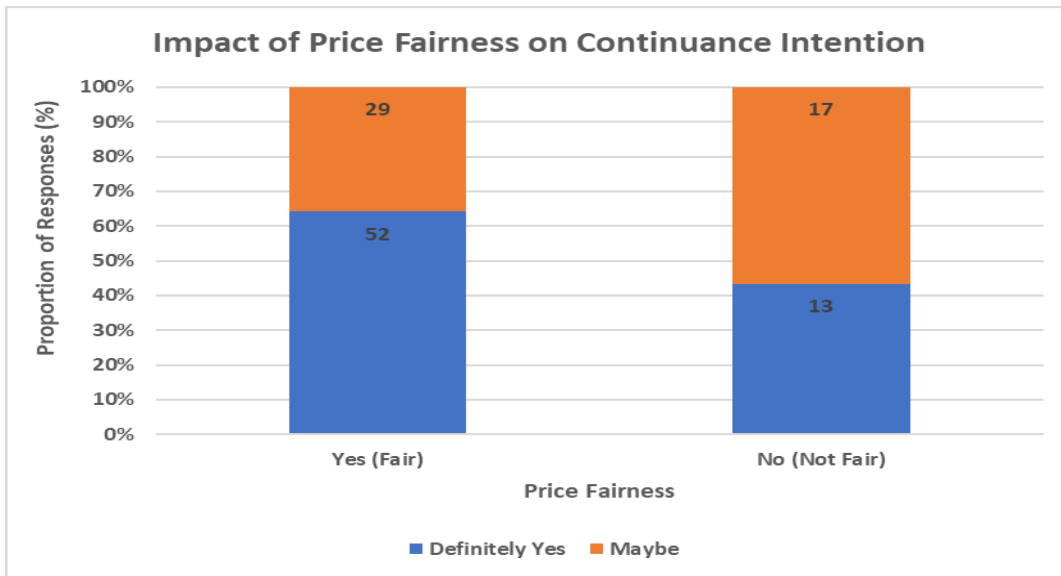


Fig. 5. Impact of Price Fairness on Customer Continuance Intention

### Secondary Data Insights

Secondary data shows strong industry growth, with increasing market size and expansion into new regions. However, it also highlights challenges such as high costs and dependency on funding.

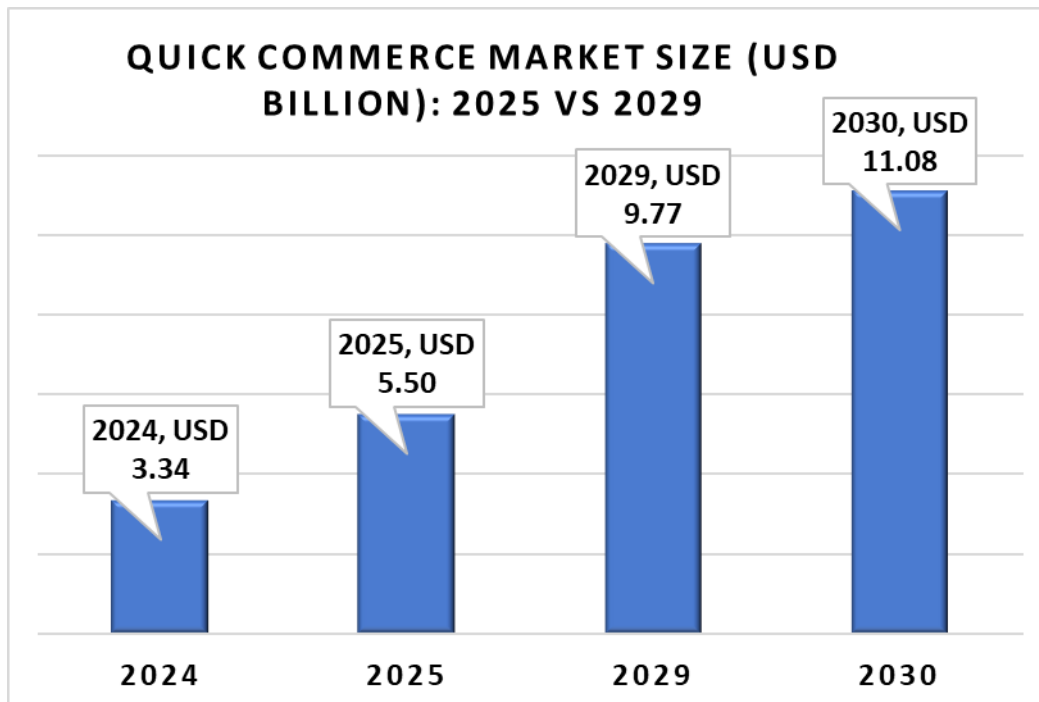


Fig. 6. Quick Commerce Market Size Forecast in India (2024–2030)

Table 2: Quick Commerce Market Size Projections in India

Year	Metric	Value	Unit	Source	Value (USD Billion)
2024	Market Size	3.34	Billion USD	Google News	USD 3.34
2025	Market Size	5.5	Billion USD	Unicommerce	USD 5.50
2029	Market Size	9771	Million USD	Unicommerce	USD 9.77
2030	Market Size	11.08	Billion USD	Google News	USD 11.08

## Discussion

The results clearly indicate that Q-commerce is driven by changing consumer preferences, especially among younger users who value speed and convenience. The high frequency of usage suggests that customers are integrating these services into their daily routines. The study also highlights that pricing plays a crucial role in maintaining customer loyalty. While discounts and competitive pricing help attract users, they also create pressure on profit margins, making sustainability difficult.

Another important finding is that frequency of usage has a stronger impact on financial stability than order value. This suggests that companies should focus more on repeat customers rather than increasing the size of individual orders. At the same time, the industry faces major operational challenges. High delivery costs and infrastructure expenses continue to affect profitability. Many companies rely on investor funding, which raises concerns about long-term sustainability.

Overall, the findings suggest that while Q-commerce has strong growth potential, its success depends on balancing customer expectations with financial efficiency.

## Conclusion

Quick Commerce (Q-commerce) is rapidly transforming the retail landscape in India by emphasizing speed, convenience, and accessibility. The study indicates that Q-commerce is gaining strong acceptance, particularly among younger urban consumers, reflecting a shift from traditional bulk purchasing to frequent, need-based buying. This change highlights the growing importance of convenience in modern consumer behaviour.

The research findings suggest that while the sector has significant growth potential, its long-term sustainability depends on addressing key operational and financial challenges. High delivery costs, infrastructure expenses, and reliance on external funding continue to affect profitability. At the same time, factors such as customer retention and pricing strategies play a crucial role in determining success.

A major insight from the study is that frequency of usage is more important than order value in driving sustainability, emphasizing the need for companies to focus on building long-term customer relationships. Additionally, pricing perception has a direct impact on customer loyalty, making it a critical factor in competitive positioning.

## Key Findings

- Majority of users belong to the 18–24 age group
- Q-commerce usage is frequent and habitual
- Consumers prefer convenience over cost savings
- Pricing significantly influences customer loyalty
- Frequency of usage impacts sustainability more than order value
- Industry shows strong growth potential
- High operational costs remain a major challenge
- Dependence on external funding affects long-term viability

## Final Insight

In conclusion, Q-commerce has the potential to become a permanent part of India's retail ecosystem. However, its future success will depend on improving operational efficiency, maintaining competitive pricing, and ensuring long-term financial sustainability.

## Recommendations

Based on the findings of the study, several strategic recommendations can be suggested to improve the long-term sustainability and efficiency of Q-commerce businesses in India. The focus should be on balancing customer satisfaction with operational profitability while ensuring scalable growth.

## Key Recommendations

- Strengthen customer retention strategies by improving service reliability, user experience, and personalized engagement
- Enhance delivery efficiency through better route optimization, use of technology, and improved dark store management
- Adopt balanced pricing strategies that ensure competitiveness while maintaining profitability
- Reduce operational costs by optimizing supply chain processes and minimizing last-mile delivery expenses
- Focus on repeat usage rather than only customer acquisition to build long-term revenue stability
- Leverage technology and data analytics to improve demand forecasting and inventory management
- Expand gradually into Tier-2 and Tier-3 cities with a sustainable and demand-driven approach

## Strategic Insight

Q-commerce companies should prioritize sustainable growth over aggressive expansion. A strong focus on efficiency, customer loyalty, and cost management will be essential for long-term success in a highly competitive market.

## Limitations

While the study provides valuable insights into the Q-commerce sector, certain limitations must be acknowledged, which may affect the generalizability of the findings.

### *Key Limitations*

- The study is based on a limited sample size (111 respondents), which may not fully represent the entire population
- The research primarily focuses on urban consumers, limiting its applicability to rural or semi-urban markets
- Time constraints restricted the scope of data collection and analysis
- The use of convenience sampling may introduce bias in the results
- Dependence on secondary data sources may affect the accuracy and reliability of some insights

## Final Note

Despite these limitations, the study provides a useful foundation for understanding the dynamics of Q-commerce in India. Future research with a larger and more diverse sample can offer more comprehensive insights.

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