



A STUDY ON THE RISE OF QUICK COMMERCE IN MUMBAI

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Abstract:

Quick commerce (Q-commerce) is an emerging segment of e-commerce that focuses on delivering products within a very short time frame, usually between 10 to 30 minutes. This business model has gained immense popularity in metropolitan cities such as Mumbai due to the fast-paced lifestyle of urban consumers. The growth of smartphone usage, digital payments, and advanced logistics networks has accelerated the expansion of quick commerce platforms. This study examines the rise of quick commerce in Mumbai, its drivers, impact on consumer behavior, challenges faced by businesses, and implications for traditional retail. The study concludes that quick commerce is transforming urban retail by prioritizing speed, convenience, and hyperlocal delivery models.

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Introduction: The retail sector has undergone significant transformation with the emergence of digital commerce. Quick commerce represents the next evolution of online retail where customers receive products within minutes rather than days. It mainly focuses on groceries, snacks, medicines, and daily essentials.

Urban cities such as Mumbai are ideal markets for quick commerce due to high population density, strong internet penetration, and a busy lifestyle. Consumers increasingly prefer instant delivery services to save time and effort.

Quick commerce platforms rely on **dark stores, micro-warehouses, and advanced logistics systems** to deliver products rapidly. Companies like Blinkit, Zepto, and Swiggy Instamart have aggressively expanded in metro cities. These platforms have

reshaped consumer expectations by making ultra-fast delivery the new norm.

Concept of Quick Commerce: Quick commerce refers to a type of e-commerce where products are delivered to customers within **10–30 minutes of placing an order**. It emphasizes speed, convenience, and hyperlocal fulfillment centers.

Key characteristics

- Ultra-fast delivery (10–30 minutes)
- Focus on daily essentials and groceries
- Use of dark stores or micro-warehouses
- App-based ordering system
- Real-time inventory management

The quick commerce market in India has grown rapidly and was valued at approximately **USD 3.34 billion in 2024**, with projections to reach **USD 9.95 billion by 2029**.

Objectives of the Study:

1. To examine the growth of quick commerce in Mumbai.
2. To analyze factors driving the popularity of quick commerce services.
3. To understand the impact of quick commerce on consumer behavior.
4. To study the challenges faced by quick commerce companies.
5. To evaluate the impact on traditional retail stores.

Data Sources

The study is based on **secondary data** collected from:

- Research articles
- Government and industry reports
- News publications

- Market analysis reports

Hypothesis for the Study:
Alternative Hypothesis (H₁):

There is a significant relationship between the quick commerce platform used and the frequency of consumer orders.

Testing of Hypothesis:
Null Hypothesis (H₀)

There is no significant relationship between the quick commerce platform used and the frequency of consumer orders.

Alternative Hypothesis (H₁):

There is a significant relationship between the quick commerce platform used and the frequency of consumer orders.

Observed Data (Contingency Table)

Platform	Daily	2–3 Times/Week	Once/Week	Occasionally	Total
Zepto	10	15	10	7	42
Blinkit	7	14	9	5	35
Swiggy Instamart	6	12	7	3	28
Others	2	7	4	2	15
Total	25	48	30	17	120

Expected Frequency Formula:

The expected frequency for each cell is calculated using the formula:

$$E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

Where:

- **E = Expected frequency**
- Row Total = Total of the row
- Column Total = Total of the column
- Grand Total = Total number of observations

Chi-Square Formula:

The Chi-Square statistic is calculated using:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- **O = Observed frequency**
- **E = Expected frequency**

Test Result:

From the calculation:

- **Chi-Square Value (χ^2) = 2.85**
- **Degrees of Freedom (df) = 9**
- **Significance Level = 0.05**

Critical value from the Chi-Square table at **df = 9** and **$\alpha = 0.05$** :

χ^2 critical = 16.919

Since, **χ^2 calculated (2.85) < χ^2 critical (16.919)**

Therefore, the **null hypothesis is accepted.**

This indicates that there is no statistically significant relationship between the quick commerce platform used and the frequency of ordering among consumers in Mumbai



Data Analysis and Interpretation

Sample Data Table: Platform Usage

Platform	Users
Zepto	42
Blinkit	35
Swiggy Instamart	28
Others	15

Sample Data Table: Order Frequency

Order Frequency	Respondents
Daily	25
2-3 times/week	48
Once/week	30
Occasionally	17

Charts:

Figure 1: Platform Usage among Respondents

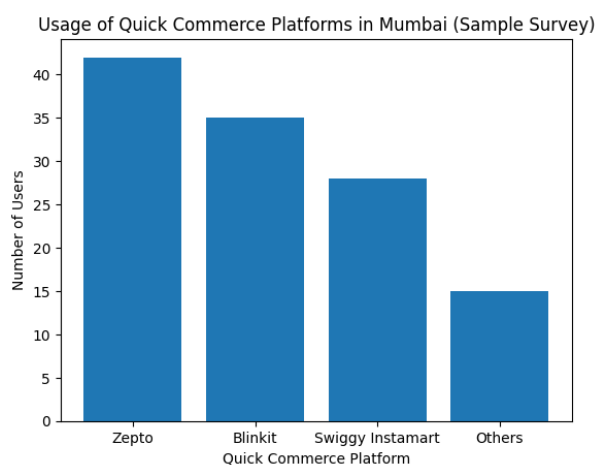
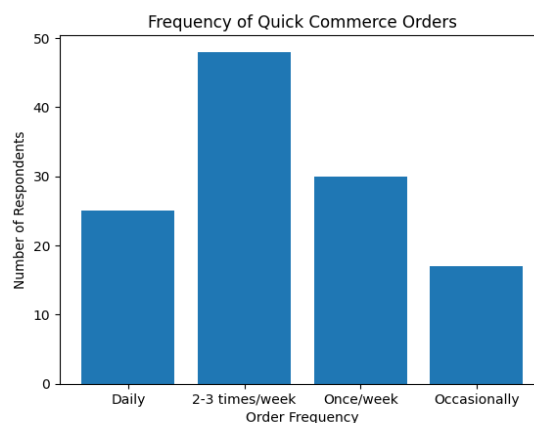


Figure 2: Frequency of Quick Commerce Orders





Growth of Quick Commerce in Mumbai:

Mumbai has emerged as one of the leading hubs for quick commerce due to its dense urban population and high demand for convenience-based services.

Consumers in metropolitan areas frequently make **multiple small orders each month** instead of large planned purchases.

Additionally, quick commerce has become a major contributor to online FMCG sales in India. Quick commerce sales of FMCG products increased **80% year-on-year**, reaching ₹2,800 crore during a recent reporting period.

This rapid growth reflects the changing retail landscape where convenience and speed are becoming the primary factors influencing purchase decisions.

Factors Driving the Rise of Quick Commerce in Mumbai:

1. Urban Lifestyle

Mumbai's fast-paced lifestyle increases the demand for instant delivery services.

2. Smartphone and Internet Penetration

India has more than **800 million internet users**, which has facilitated the growth of digital platforms and mobile commerce.

3. Hyperlocal Warehousing

Quick commerce companies operate through micro-warehouses located within city neighborhoods to ensure faster delivery.

4. Changing Consumer Behavior

Consumers prefer smaller and more frequent purchases instead of bulk buying.

5. Investment and Startup Growth

The quick commerce sector has attracted massive investments and funding, fueling rapid expansion and innovation.

Impact on Consumer Behavior:

Quick commerce has significantly altered the way urban consumers shop.

Major changes include

- Shift from planned shopping to impulse purchases
 - Increased frequency of orders
 - Preference for convenience over price
 - Greater reliance on digital platforms
- Studies suggest that quick commerce may even increase overall consumption because consumers buy additional items they would otherwise postpone.

Impact on Traditional Retail (Kirana Stores):

The growth of quick commerce has created competition for local kirana stores.

Positive impacts

- Improved supply chain efficiency
- Opportunities for small retailers to partner with platforms

Negative impacts

- Loss of customers to online platforms
 - Pressure to offer discounts and faster service
- However, traditional stores still dominate retail in India and account for about **90% of FMCG sales**, indicating that quick commerce is still evolving.

Challenges Faced by Quick Commerce Companies:

1. High Operational Costs:

Maintaining warehouses and delivery networks requires significant investment.

2. Profitability Issues:

Many companies struggle with profitability due to heavy discounts and marketing expenses.

3. Gig Worker Concerns:

Delivery partners often face low wages and lack social security benefits.

4. Environmental Concerns:

Frequent deliveries increase packaging waste and carbon emissions.

Conclusion:

Quick commerce is rapidly transforming the retail ecosystem in Mumbai by offering ultra-fast delivery and greater convenience. The sector has gained



momentum due to changing consumer preferences, technological advancements, and increased investment. While it presents new opportunities for employment and economic growth, it also poses challenges related to profitability, worker welfare, and competition with traditional retail.

Despite these challenges, quick commerce is expected to play a significant role in shaping the future of urban retail in Mumbai.

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