



Euromonitor
International

Small Local Grocers in India

May 2026

Table of Contents

Small Local Grocers in India - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Small Local Grocers Remain Resilient Amid Rising Competition and Cautious Consumption

Essentials and Small Pack Sizes Drive Repeat Visits to Small Local Grocers

Digital Payment Adoption Helps to Retain Shoppers as Competition Rises

Chart 1 - Value Sales 2020-2030

WHAT'S NEXT?

Digital Tools and Flexible Pricing Are Expected to Reinforce Community Loyalty

Value-Seeking Behaviour and Localised Service Are Set to Support Ongoing Demand

Chart 2 - Forecast Value Sales 2020-2030

ECONOMIC CONTEXT

Chart 3 - Economic Context for Small Local Grocers

Chart 4 - Real Gdp Growth 2020-2030

Chart 5 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 6 - Consumer Context for Small Local Grocers

Chart 7 - Population 2020-2030

Chart 8 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in India - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 9 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

India Retail Grows Steadily as Macro Conditions Support Resilient Consumption

Chart 10 - Competitors Expand their Click-and-Collect and Fast Delivery Services

Small Local Grocers Dominates Value, While Retail E-Commerce Drives Growth Momentum

Chart 11 - Reliance Retail Strengthens Its App-Based Ecosystem

Reliance Retail Ltd Expands Its Digital Ecosystem with Fast Delivery and an Integrated Retail Model

Chart 12 - Value Sales 2020-2030

Chart 13 - Value Sales by Category 2025

WHAT'S NEXT?

Small Local Grocers Will Retain Scale, While Retail E-Commerce Is Set to Lead Channel Growth

Chart 14 - Analyst Insight for Retail

Convenience, Value, and Digital Engagement Are Expected to Redefine Retail Strategies

Chart 15 - Forecast Value Sales 2020-2030

Chart 16 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Flipkart and Amazon.In Retain the Lead through Investments in Technology and Omnichannel Integration

Innovation and Quick Commerce Reshape Retail through Hybrid Formats

Chart 17 - Instamart Opens Its First Offline Experiential Bright Store

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 20 - Standard Opening Hours by Channel Type 2025

Seasonality

Diwali season

End of season sale

ECONOMIC CONTEXT

Chart 21 - Economic Context for Retail

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Retail

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/small-local-grocers-in-india/report.