



Convenience Retailers in India

March 2024

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Convenience Retailers in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Uncertain environment for convenience retailers

Kendriya Bhandar leads the competition, while Easy Day struggles

Forecourt retailers shows growth on the back of increased travel activities

PROSPECTS AND OPPORTUNITIES

Strong competition from modern grocery retail formats set to continue

Moving forward, convenience stores may be a lucrative option for international brands

Digital transformation will be important

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Omnichannel experience becomes key for both offline as well as offline retailers

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