



Small Local Grocers in India

March 2024

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Small Local Grocers in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers continues to lose share to modern grocery retail channels
Digital solutions increasingly adopted by small local grocers
Small local grocers remains a prominent channel for expansion for leading brands

PROSPECTS AND OPPORTUNITIES

Small local grocers will continue to have a stronghold in rural areas
Modernisation of small local grocers expected, with the help of multiple initiatives
Small local grocers can partner with e-commerce B2B players and receive help from the government

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