

Quick commerce is not a channel. It is a different format.

45-50%

Share of new growth in Indian online retail that quick commerce will contribute by 2030

THE SCALE

Quick commerce reached \$10 to \$11 billion in sales in 2025. That is already 16% to 17% of Indian online retail, and it has doubled every year since 2023. A dark store holds 500 to 700 products, against millions on a marketplace.

There is no browsing stage left to influence

How a quick commerce order differs from a marketplace order ?

8 Times Higher Conversions

Compared to overall online retail

Shoppers arrive having already decided.
Persuasion happens before the visit, not during it.

Less Than 5 min Shopping Time

Against 10 minutes or more in online retail

Most of that time is spent filling a basket, not researching products.

0.4 Times Lesser Product Page Views/Order

Compared to overall online retail

Your A+ content is largely never opened.

7 Times Higher Share of Small Packs

Among the 150 best-selling items

Pack size, is very important in deciding who reaches the top of the list.

SO WHAT

A large range is a disadvantage in a 500-product store. A dark store rewards a narrow range in the right pack size at the right price. That is what a young brand already has.

Three steps to win on Quick Commerce

01

Redesign pack sizes for a small basket

Design for a small basket, not a marketplace multipack. Small packs hold seven times the share of the top 150 items.

02

Narrow the range before you widen it

Choose the three to five products that can hold a slot on sales rate alone. Precision in width is a key factor.

03

Secure stock first, then advertise

Advertising against an out-of-stock dark store is money with no product behind it. Plan city stock first.

WITH UPRIVER

Quick commerce management

Onboarding, daily account management, inventory planning and monitoring, advertising and reporting across Blinkit, Zepto, Instamart and other Q-com platforms, run as a separate discipline rather than an Amazon plan applied elsewhere.

PROVEN

Upriver runs quick commerce for established national brands, as well as young emerging brands, across FMCG, Health & Beauty and other categories.

WORK WITH US TO MULTIPLY YOUR ONLINE REVENUE



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