

Online Grocery Market To Surge 67% To ₹1.2L Cr In India By 2024

The online grocery market in India is at a nascent stage with about 2 million customers. The market was valued at ₹10,074 crore in 2019 and is expected to reach ₹1.17 lakh crore in 2024, expanding at a CAGR of 66.9% from 2020. The growth is expected to be driven by increasing internet adoption and use of smartphones. Rising disposable income in tier-2 and -3 cities will also contribute to the expansion

Source: Netscribes; Estimated figures for 2020-24

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Online grocery market in India (₹ Cr)

