

Impact of Quick Commerce on the F&B Industry

9 January, 2025



Key Insights

1. The "Laziness Paradox"

Q-commerce isn't just enabling convenience - it's reshaping consumption habits negatively. Users show higher junk food consumption (18% vs 12% in traditional delivery) and increased spending (11% vs 4% in traditional delivery). This suggests platforms may be inadvertently promoting unsustainable consumption patterns that prioritize immediate gratification over planned, thoughtful purchasing.

2. The "Quality-Convenience Trade-off"

Despite high adoption, Q-Commerce faces a significant trust deficit - 48% negative quality perception vs only 28% for traditional retail. Specific issues include insect infestations, poor meat hygiene, and compromised freshness. This indicates q-commerce platforms haven't solved last-mile quality control, particularly for perishables.

3. The "Generational Digital Divide"

The stark contrast between professional (74%) and elderly (19%) adoption highlights a concerning trend. As essential services migrate to q-commerce, there's risk of digital exclusion. The reliance on younger family members for platform navigation suggests current UX design isn't accommodating aging populations.

Key Insights

4. The "Vernacular Integration"

Phrases like "Blinkit it" represent more than convenience - they signal cultural embedding of q-commerce. This linguistic evolution (found in 9% of conversations) suggests these platforms are becoming fundamental to urban lifestyle, similar to how "Google it" transformed information seeking.

5. The "Nocturnal Consumer"

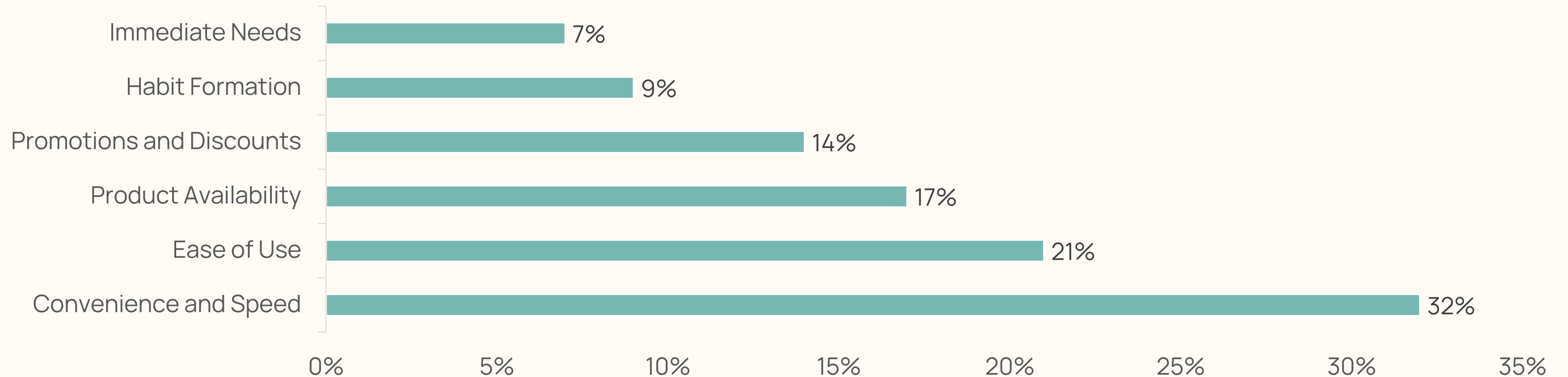
Late-night grocery shopping indicates a fundamental shift in work-life boundaries. Combined with data showing 34% impulse purchases in daily household items, this suggests q-commerce may be enabling poor planning habits while meeting genuine needs for flexibility.

6. The "Loyalty-UX Connection"

User experience (32%) leading over discounts (23%) and exclusive offers (20%) challenges the conventional wisdom of price-driven loyalty. This suggests sustainable growth in q-commerce requires significant investment in platform experience rather than just promotional strategies.

New Habits Die Harder

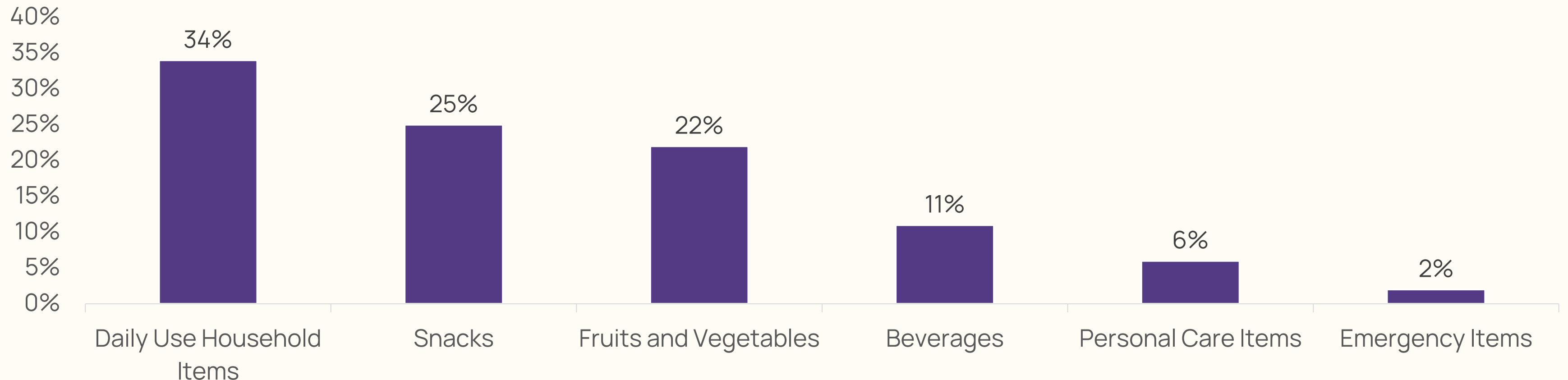
Major Triggers for Impulse Purchases on Quick Commerce



- Despite convenience and speed being a major factor, cited by 32% of consumers who prefer ordering from multiple outlets rather than being restricted to one while stepping out, it is evident that reliance on quick commerce is evolving into a habitual behavior. This shift is reflected in 9% of consumer conversations, where users openly acknowledge how these services have become an integral part of their routines.
- Instead of braving the rush and crowded areas, people now lean towards phrases like "**let's Blinkit it**" or "**just Swiggy it, man,**" underscoring how deeply embedded these platforms are in modern lifestyles.

Personal Care Planned Ahead of Food: A Unique Perspective

Product Categories Dominating Impulse Purchases



- The dynamics of impulse purchases in Q-commerce reveal intriguing consumer behavior patterns shaped by convenience and immediacy. Snacks and munchies, accounting for 25% of impulse buys, are the quintessential late-evening indulgence, frequently ordered to satisfy cravings or **avoid a trip outside**. In contrast, personal care items (6%) such as condoms are often **planned** and **ordered** well ahead of time, even before food purchases come into consideration.
- Daily-use household staples, such as milk, curd, bread, and eggs, dominate the category with 34% of impulse buys, driven by the need to quickly replenish essentials.

Q-Commerce: A Double-Edged Sword

The Bright Side: Growth Catalyst

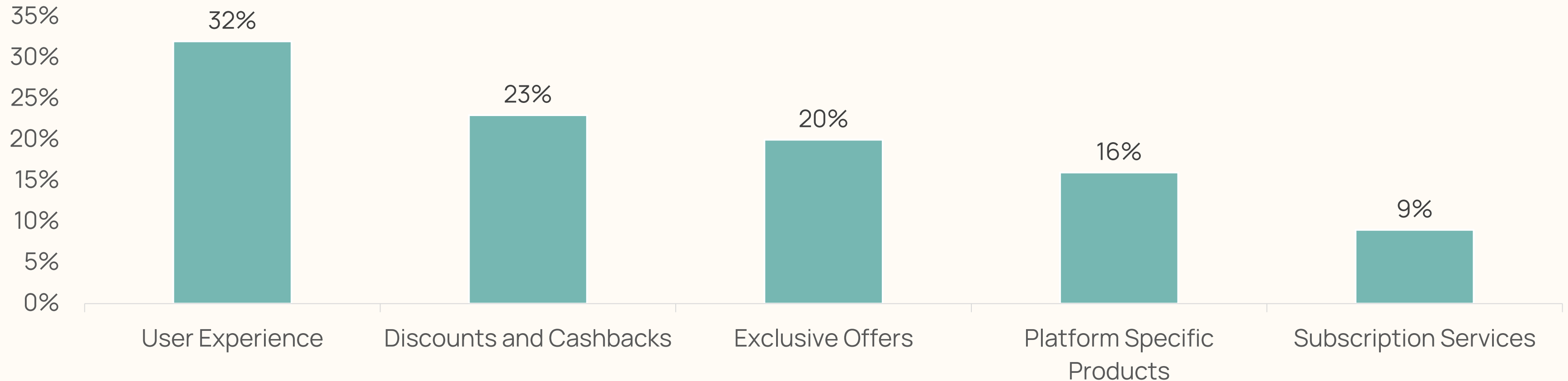
- 1) Digital Payments:** Kirana stores are increasingly adopting digital payments through UPI integration and platform partnerships, with RBI data showing growth in digital transactions among small retailers.
- 2) Optimized Inventory:** Data analytics and customer insights from delivery platforms enable businesses to optimize inventory and improve services based on real-time demand patterns.
- 3) Broader Customer Base:** Traditional and family-run establishments can now reach customers beyond their immediate neighborhoods, helping preserve and spread regional cuisine varieties across larger markets.

The Dark Side: Traditional Business Under Pressure

- 1) Competitive Pressure:** Small retailers and kirana stores face significant competitive pressure from quick commerce platforms. Reports suggest that kirana stores' market share has dropped from 95% in 2018 to around 92.6% in 2023, with projections indicating further decline.
- 2) Shift in Purchasing Patterns:** Studies from retail associations indicate a shift in customer purchasing patterns, with convenience often taking precedence over traditional vendor relationships.
- 3) Reduced Foot Traffic:** Local market associations report reduced foot traffic in traditional eating areas, potentially impacting the community-centric nature of India's food retail culture.

The UX Factor – Ensuring Customer Satisfaction

Factors Influencing Consumer Loyalty in Q-Commerce



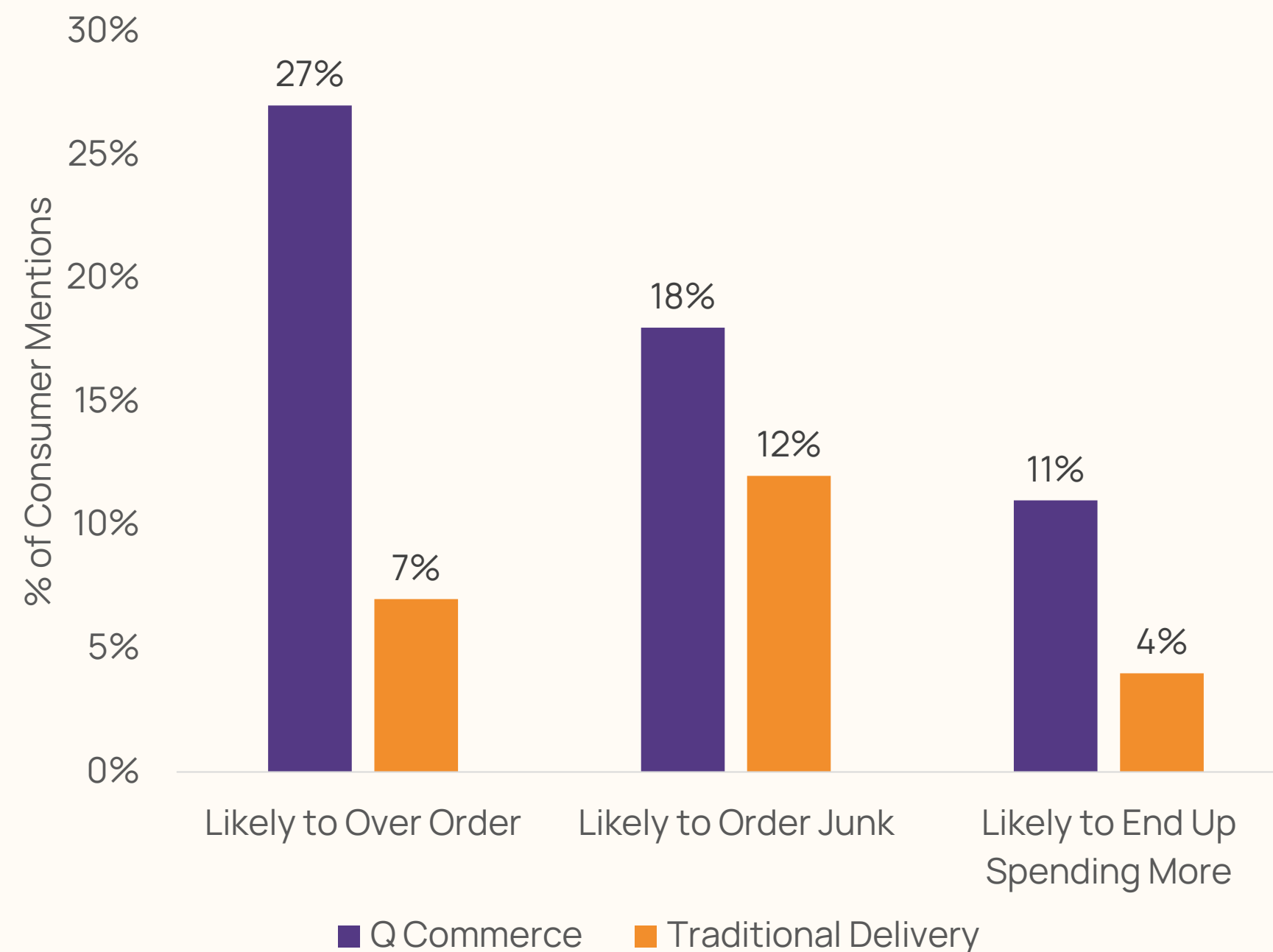
User Experience stands out as the most critical factor influencing customer loyalty, accounting for 32%. A seamless and intuitive user interface, easy navigation, and responsive customer service contribute significantly to retaining customers. Discounts and cashbacks, making up 23%, are highly effective in attracting and retaining price-sensitive shoppers who seek the best deals.

Exclusive offers at 20% also play a vital role, creating a sense of special treatment and rewarding loyalty. Platform-specific products, constituting 16%, provide unique value propositions, drawing customers who seek exclusive items. Lastly, subscription services at 9% offer convenience and added benefits, fostering long-term customer relationships.

Late Night Shopping – An Increasingly Alarming Occurrence

- The rise of 10-minute delivery services has contributed to an unprecedented shift in consumer behavior, making people lazier than ever as they prioritize convenience over planning ahead.
- Instead of stocking up or carefully considering their needs, many now prefer the instant gratification offered by quick commerce.
- This change in habits is evident in the data: consumers using quick delivery services are 27% more likely to over-order compared to just 7% for traditional delivery methods.
- They're also more likely to order junk food (18% vs. 12%) and end up spending more overall (11% vs. 4%), highlighting how **convenience** often leads to **impulsive and less thoughtful purchasing decisions**.

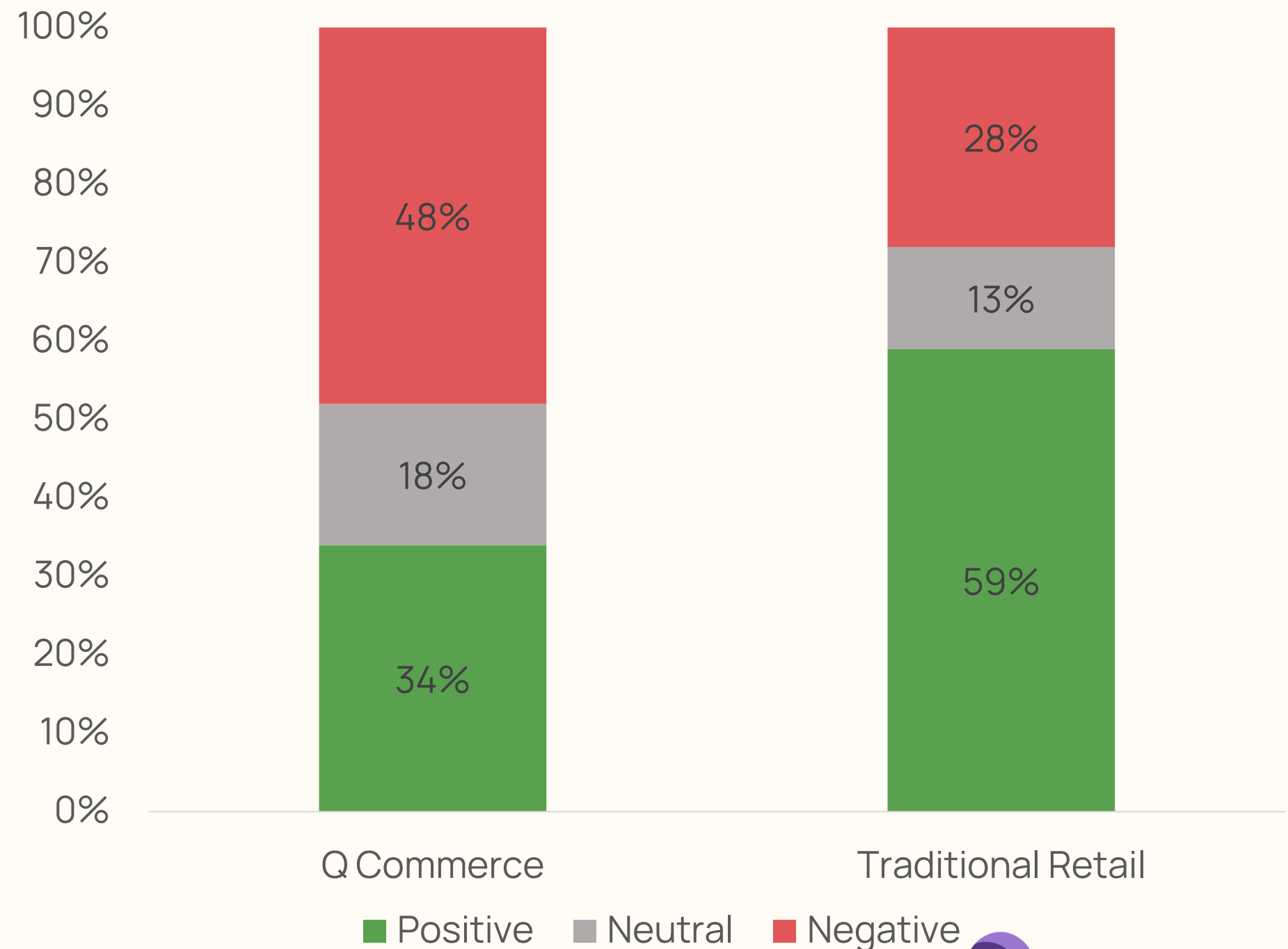
Comparative Consumer Behavior Patterns



Expired Products, Bloodstains in Meat – Greater Negative Perception of Fresh Produce

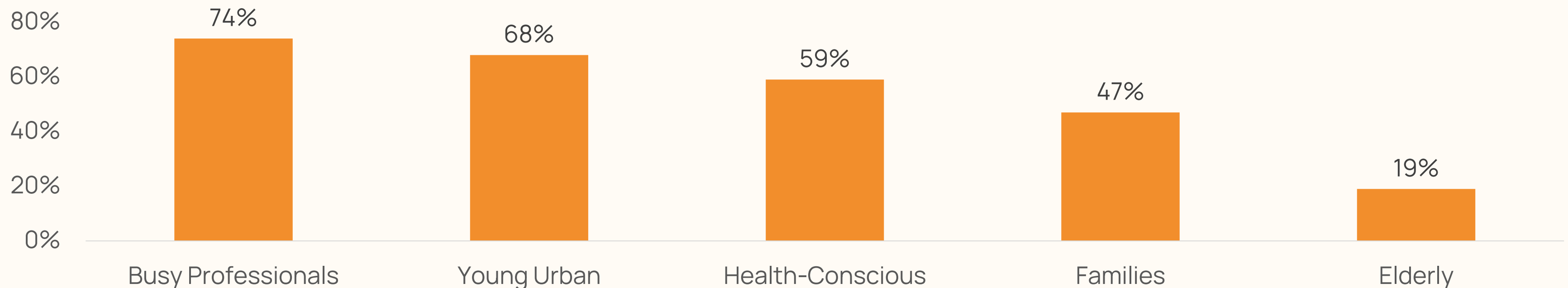
- Quality perception significantly impacts consumer satisfaction, with traditional retail enjoying higher positive sentiment (59%) compared to Q-commerce (34%), which faces a notable negative perception (48%).
- Key issues in Q-commerce include concerns over freshness in fruits and vegetables, reports of insect infestations, and substandard meat hygiene, with complaints about bloodstains and the need for additional cleaning.
- Similarly, food orders from cloud kitchens often raise concerns about hygiene standards, further eroding trust in Q-commerce platforms. Packaged food items like snacks and dairy often arrive stale, damaged, or near expiration, while poor packaging compromises freshness and safety.
- In contrast, traditional retail's hands-on inspection reinforces consumer confidence in product quality and reliability.

Perception of Quality – Sentiment Distribution



Boon for the Elderly, Bane for the Younger Generation

Consumer Persona - Distribution

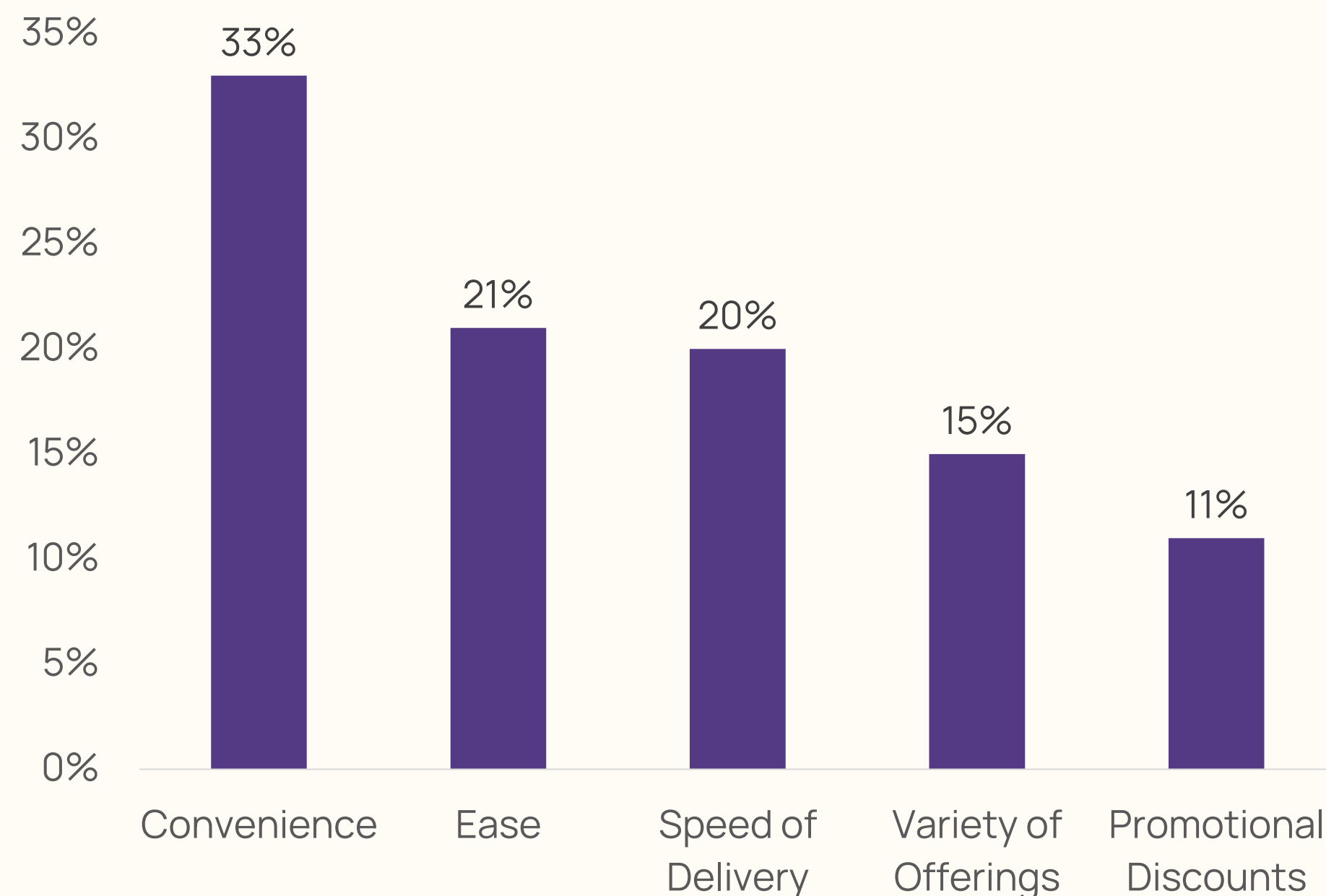


- In India's rapidly evolving Q-commerce landscape, distinct consumer personas are shaping platform operations and offerings, each with unique needs and behaviors. Among these, **Busy Professionals and Working Couples dominate at 74%**, relying on Q-commerce for quick access to groceries and essentials due to time constraints. **Young Urban Dwellers** follow closely at 68%, valuing convenience and speed for groceries and food delivery to match their fast-paced lifestyles. **Health-Conscious Individuals (59%)** prioritize fresh and quality produce, avoiding the hassle of visiting multiple stores, while **Families with Children (47%)** depend on immediate delivery to efficiently manage household needs.
- For **Elderly People or Those with Mobility Issues**, representing 19% of mentions, the primary unmet need is dependable delivery for daily essentials. However, their engagement with Q-commerce **often hinges on younger family members**. Children frequently order on their behalf or guide them in using these platforms, reflecting a slower learning curve and **highlighting the importance of intergenerational support in helping elderly users adopt Q-commerce effectively**.

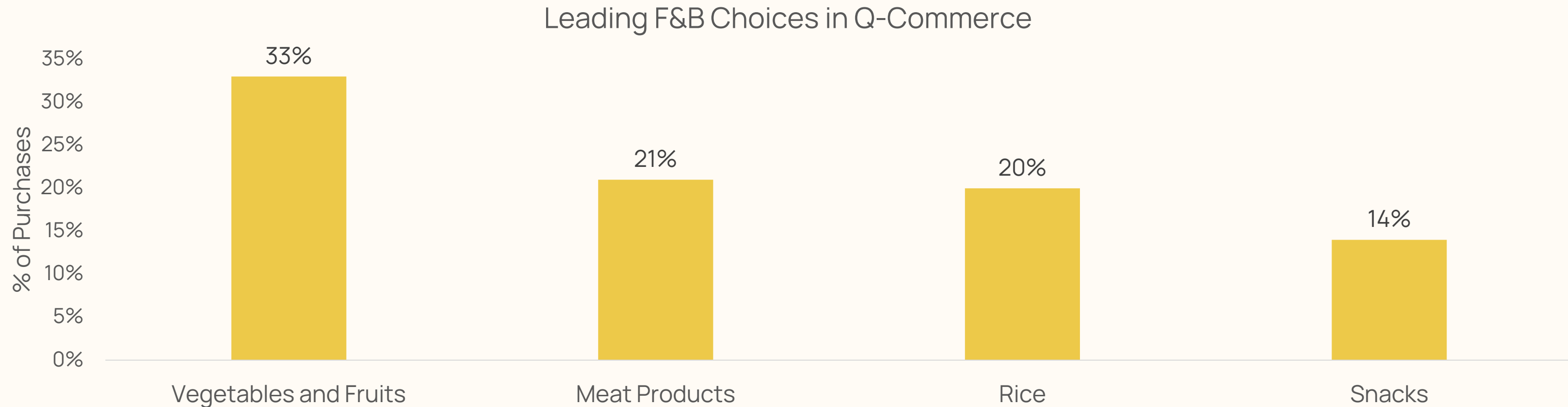
Quick Commerce is Serendipitous for Many

- Approximately 33% of users attribute their experimental purchasing habits to the convenience of Q-commerce, while 21% specifically mention trying new products or brands due to the ease of the delivery process.
- Notably, platforms like Zepto and Instamart intrigue consumers with offerings such as blueberries, dragon fruit, and other exotic or obscure products not typically found in local stores.
- Multiple mentions highlight how frequent use of Blinkit encourages consumers to order items they previously avoided, demonstrating how daily convenience drives habitual use.
- Additionally, the variety of offerings (15%) and promotional discounts (11%) available further incentivize consumers to step out of their comfort zones and explore new brands or unique products.
- This blend of speed, accessibility, and variety makes Q-commerce a powerful driver of discovery and experimentation in modern shopping habits.

Factors Influencing Willingness to Experiment with New Products



Fresh & Local – Leading F&B Choices in Q-Commerce



Consumers have a clear preference for Vegetables and Fruits, which make up 33% of their choices. This reflects a strong demand for fresh, nutritious produce. Meat Products follow, accounting for 21%, celebrated for their quality and taste.

Rice, a staple in many diets, contributes 20%, showcasing its essential role in daily meals while snacks form 14% of the preferences, highlighting the importance of quick and convenient food options.



This Report was Generated by Consuma AI's
Rapid Research Platform

[Know More](#)

