

Small Local Grocers in India

March 2024

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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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