

# Convenience Retailers in India

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Uncertain environment for convenience retailers

Kendriya Bhandar leads the competition, while Easy Day struggles

Forecourt retailers shows growth on the back of increased travel activities

#### PROSPECTS AND OPPORTUNITIES

Strong competition from modern grocery retail formats set to continue

Moving forward, convenience stores may be a lucrative option for international brands

Digital transformation will be important

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

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