



Supermarkets in India

March 2024

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Supermarkets in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets focus on quality, variety, and freshness

Major supermarkets offer online delivery apps enabling home delivery

Regional supermarkets offer tough competition to national supermarkets

PROSPECTS AND OPPORTUNITIES

Supermarkets will continue to face strong competition from hypermarkets

Players in supermarkets will look to open gourmet stores due to consumer demand for premium products

Major players in supermarkets will look to expand in new areas

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

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