

## Quick Commerce: An Analysis of Instant Delivery apps and its Impact on Public Health

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### Abstract

Quick commerce industry has witnessed tremendous growth in the last few years as it cater to the various requirements of the customers. Moreover, consumers are thrilled by the experience of receiving things instantly at their doorstep. Despite its staggering growth and remarkable influence on consumers, only few studies have been conducted on Quick commerce. Ever since the quick commerce started dominating the market, many e-commerce brands that were reluctant to change their traditional online selling approach were left with no option but to embrace this Quick Commerce business model of selling online to survive in the market. This study explores the growth of Quick commerce start-ups and analyses the benefits and problems associated with it. This paper will also provide meaningful insight into the influence that Quick commerce has on consumers, general public and traditional E-commerce industry these days. This article comprises of importance of instant delivery apps in consumers' life and Strengths, Weaknesses, Opportunities and Challenges (SWOC) analysis of Quick Commerce business model especially in this digital era. This article also provides suggestions for instant deliver apps brands on how to deal with challenges associated with Quick Commerce business model.

### Keywords

Quick Commerce, Dark stores, Instant Delivery apps, 10 minutes delivery

### Introduction

Quick Commerce may be defined as selling of products online and making delivery of those goods within a remarkable short timeframe. The Quick Commerce companies establish dark stores that are near to the consumers that facilitates delivery within a shorter time period. Quick Commerce majorly started with restaurant delivery services and then expanded in other categories such as Grocery, medicines etc. When COVID-19 pandemic came, Quick Commerce witnessed a major boost due to the restrictions imposed on people in the lockdown. But then also delivery period used to be one day for grocery services, then Zepto came into existence in April 2021 with idea of 10 minutes grocery delivery promise. Later on, many brands such as Blinkit, Swiggy instamart, Big Basket etc. grew by embracing idea of instant delivery promise as a part of their business. According to Indian Quick Commerce market analysis in the base year 2023 done by Mordor intelligence, in

India, the Quick commerce market size is estimated at USD 3.34 billion in the year 2024 and is expected to reach USD 9.95 billion by the year 2029, growing at a CAGR of more than 4.5%. It has been seen that there has been increase in number of start-ups for Quick Commerce due to the rise in demand for the instant delivery and as a result Indian Quick commerce market is also growing.

### Research Methodology

We have used descriptive study approach in this research and this study is focused on identifying the importance of Quick Commerce in the life of the consumers and its impact on public health. On the basis of previous studies, problems related to Quick commerce business model have been identified and possible solutions were provided. In this study, SWOC analysis was conducted to provide insight into various strengths, weaknesses, opportunities and challenges associated with Quick Commerce business model. The data was gathered from different sources for the purpose of this study and the research tool used for this study is content analysis and the method of research is descriptive research. Further, the qualitative aspects of the research study were taken into consideration. This research is completely based on secondary data. The literature review was done in detail and systematically.

In order to collect the data, secondary sources used were i) Reports ii) Company websites, iii) Journals, iv) Search engines, v) Research papers and Scholarly articles.

### Objectives of the Study

1. To explore the growth of Quick Commerce start-ups and demand for instant delivery and its impact on public health.
2. To conduct Strengths, Weaknesses, Opportunities and Challenges (SWOC) analysis of Quick Commerce business model.
3. To provide some suggestions and recommendations on the issues related to Quick Commerce business model.

### Literature Review

[Vinayak Malhotra.,\(2022\)](#) examined the possible effect of the instant grocery delivery apps on consumer buying habits and demand in the local grocery market. The study was conducted by doing survey using google forms. The data was analyzed by taking into account incentive analysis, cost benefit analysis, and effect on demand. This study provides a useful insight into how to manage the effect of instant delivery on road accidents for a company and policy perspective as well. Results says that ever since Instant grocery apps came into existence, decrease in demand for local grocery shopping has been seen and people has started using instant grocery delivery apps more often. Further, this study stated that the stress of on time delivery may lead to increase in road accidents.

[Maria Katharina Groß.,\(2022\)](#) conducted this study in order to enhance existing findings on consumer behavior by analyzing the threats and drivers in adaptation of instant grocery delivery apps by German consumers. To conduct this study, two fold analysis was done, qualitative data was gathered through semi-structured expert interviews and quantitative data was collected through an online survey. This study is great tool for ultra-fast delivery start-ups to develop targeted customer acquisition strategies. Research findings showed that women are more likely to use instant grocery delivery services as compared to men. Factors that contribute to adoption of instant grocery delivery were convenience, peer group behaviour and assortment.

[Shruti Bohra, Dr. Patcha Bhujanga Rao, Dr. CK Suresh.,\(2024\)](#) studied how Blinkit has affected behavioural pattern of consumers. This study used mixed methodologies that comprised of data analysis, interviews, and questionnaires. This study provides with great source of knowledge to companies in the process of adapting to

shifting market, legislators and technology developers. Research showed that Blinkit has created mass appeal across several demographics, attracted consumers of different age, occupation, genders, and marital statuses.

[Tim Reif.,\(2022\)](#) examined the phenomenon of super-fast online grocery delivery in Europe in order to enrich the understanding of current market situation and the players in the industry. It was found out that instant delivery model of business is a great tool imbued with benefits of flexibility, variety of products, instant need fulfillment and superfast delivery time. This study further suggested that with adequate adjustments to this business model, quick commerce can prove to be a sustainable addition to various online grocery shopping possibilities.

[Gauri Ranjekar,DebjitRoy.,2023](#) analysed the operating model of Quick commerce and assessed its fundamental infrastructure requirement. It stated that in order to get sustainability in this business model, supply chain should be more agile and automated. Moreover, there is a requirement of innovation that are consistent with the three pillars of sustainability i.e. environment, social and economic.

[Laetitia Dablanc, Eleonora Morganti, Niklas Arvdsson, Johan Woxenius, Michael Browne, Neila Saidi.,2017](#) studied the issues related to instant deliveries, supported by data. There are four main issues related to instant delivery services i.e., freight trips and data, business models, labour legislation and work conditions and local public policies. Results indicated that there was seen niche in urgent document delivery and some pizza services. Moreover, it is also estimated that rise in demand for instant deliveries may lead to small vehicle movement increase and as a result it will impact the urban street space. There is an issue related to courier cyclist job security and safety and these concerns can get bigger as the services will grow. Instant deliveries lead to traffic congestion and impact our environment.

### **Problems associated with Quick Commerce**

The biggest problem related to Quick Commerce is risk of life of delivery agents. The delivery agents very often risk their lives in an attempt to deliver the order within the promised time by increasing the speed, taking the wrong turn etc. Another problem faced by Quick Commerce is supply chain disruptions such as shortage of inventory, delay in delivery. These vulnerabilities can severely impact customer satisfaction and reliability of service. The environmental concern also a biggest challenge in the road of Quick commerce [Abhishek Hiteshi Arora2024](#). The massive surge in delivery vehicles is deteriorating congestion and leading to climate change due to increased carbon emissions. According to world economic forum, it is estimated that delivery vehicle emissions will rise by 60% by the year 2030 which in turn will have various negative impacts such as worst air quality, public health, reduced life expectancy and increased healthcare costs etc. [Weforum.org2024](#). The requirement of large number of delivery personnel and promise of 10 minutes delivery made by the companies can lead to traffic and road accidents as well. Quick commerce requires multiple dark stores, large number of delivery personnel and sophisticated technological infrastructure and this results in a huge amount of operational expenses. There is requirement of systematical planning and execution in order to ensure ultra-fast delivery especially in densely populated areas.

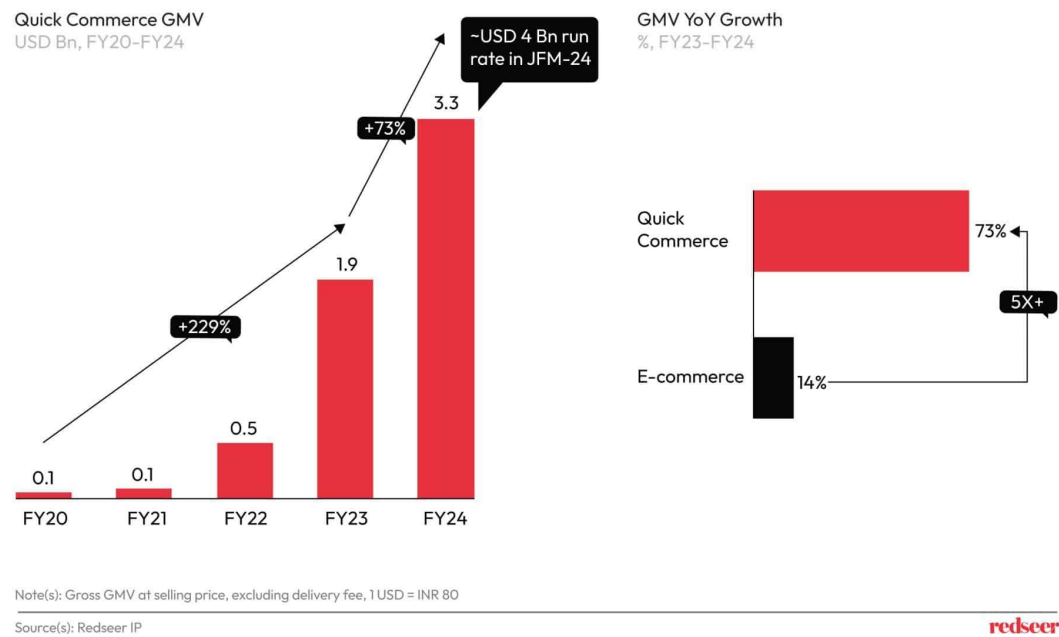
### **Possible Solution for the problem**

It is very rightly said that there are few things in this world that do not have two faced implications, Quick commerce also has its pros and cons. But we can always fix these issues by finding solution to the problems. Environmental concerns can be solved through using electric vehicle for deliveries and embracing sustainable packaging. These initiatives can mitigate the concerns related to environment. Companies should ensure the safety of delivery agents by avoiding the use of incentives to their delivery partners for meeting the deadline of 10 minutes delivery. The companies should enrich their technologies by investing in AI (Artificial Intelligence), Machine Learning and IoT (Internet of things) that helps in streamlining the operations, improving route optimization, and ensuring better inventory management. In order to reduce traffic, the companies can limit the

number of goods to be ordered and large orders can be consolidated and deliver in bulk on later days. Another measure that can be taken by companies is establishment of Dark stores near areas with high demand. This will increase the familiarity of the delivery partner to a particular area which will result in mitigating the need of looking at mobile phone again and again to access the route [Vinayak Malhotra.,\(2022\)](#).

### Quick Commerce Startups

Commerce is something that always keeps on evolving and in the last few years, there are n number of commerce that has emerged such as Mobile commerce, Live commerce, Online commerce, Modern commerce etc. and now the latest evolution is Quick commerce. In early 2000s Amazon and Flipkart were the leading online shopping apps and the delivery period of goods used to be week or more. Thereafter, Grofers and BigBasket came into existence in 2015 for grocery deliveries within a couple of days. Then startups like Swiggy, Zomato entered the Online commerce industry with the idea of restaurant food delivery services within minutes or hours. Online commerce industry was shaken up when zepto came and brought innovation in the online commerce with the idea of 10 minutes grocery delivery promise. Later on Blinkit by Zomato, Swiggy Instamart by Swiggy and BB now by Big Basket embraced the same idea and performed well in the Market. Now Flipkart is also following this lead and has introduced Flipkart minutes. The Quick commerce sector is experiencing rapid growth due to the several factors such as Demand for convenience, Urbanization and Technological advancements etc. [GarviSat Sahdev.,\(2024\)](#). Quick commerce is not limited to grocery or essential shopping products only. Quick commerce startups are continuously evolving their selves. They have moved beyond groceries and included items like electronics and fashion. Consumers have started purchasing premium products on instant delivery apps. The recent example is iPhone 16 launch on instant delivery apps and the response given by consumers to iPhone 16 is incredible. It clearly shows the consumers appetite for premium products delivered instantly. The immense response that Quick commerce has received in India, it might be possible that Quick commerce will fade away the concept of E-commerce. The quick commerce has been able to sustain itself and has registered a growth of 73% in its GMV this year and is expected to grow by 75-85% in the financial year 2025 [Kushal Bhatnagar.,\(2024\)](#). Quick commerce has now become pulse of Gen Z consumers and it seems that there is nothing that can stop the growth of Quick commerce. Some of the famous Quick start-ups include Zepto, BlinkIt, Swiggy Instamart, BigBasket now, Dunzo, Flipkart Minutes, Star Quick, Amazon fresh, Getir, Gopuff, DoorDash, Instacart, Shipt, Walmart and the list is huge.



SWOC Analysis of Quick Commerce

### Strengths

- i) Convenience & Ease
- ii) Variety of products
- iii) Faster & Excellent Shopping Experience
- iv) Low Logistics Cost
- v) Technological Advantage
- vi) 24×7 Availability

### Weaknesses

- i) Risk of Road Accidents
- ii) Negative Customer Experience
- iii) Security Issues
- iv) High Start-up Costs
- v) Sustainability issue
- vi) Not Suitable for Price Sensitive Consumers
- vii) Encouragement of Unhealthy Dependence

### Opportunities

- i) Collaboration with Local Reilers & Suppliers
- ii) Target Tier 2 & Tier 3 cities
- iii) Enhancing Customer Centric Features
- iv) Regulatory Engagement
- v) Technology upgradation
- vi) Adoption of Sustainable Practices

### Challenges

- i) Acceptance Challenge
- ii) Low Profit Margins
- iii) Working Conditions
- iv) Logistics Challenge
- v) Consumer Expectations

### Strengths

Quick commerce is imbued with various strengths and this is the main reason it has shaken up the online commerce industry. Following are the strengths related to Quick Commerce:

#### 1. Convenience and Ease

The biggest strength of Quick commerce is the convenience. It creates ease and reliability and makes it convenient for the customers to purchase anything anytime by delivering the products in shorter time period. Quick commerce is the last resort for meeting those urgent needs of the consumers as it delivers goods within a couple of minutes.

#### 2. Variety of Products

Quick commerce has variety of products like apparels, groceries, electronic items, accessories etc. recently Quick commerce companies have stated including premium products as well in its products list and consumers have shown remarkable response to the premium products as well.

#### 3. Faster and Excellent Shopping Experience

Quick commerce comes with the benefit of Faster shopping experience with just fewer steps to buy the product. Customers shopping experience is enriched more and more every time they buy a product especially at the time when the consumers needed it most and receive it within few minutes.

#### **4. Low Logistics Costs**

As the Quick commerce work using dark stores near the location of consumers, logistics costs are relatively low as compared to the logistics costs that are incurred in E-commerce

#### **5. Technological Advantage**

Quick commerce has technological advantage. It is due to AI technology only that products are available all the time. Artificial intelligence tracks demand and makes the inventory adjustment in real time. The involvement of latest technology helps the companies to understand demand patterns of the consumers and not only that, it ensures that inventories are supplied as and when required.

#### **6. 24×7 Availability**

Quick commerce works 24 hours a day, 365 days a year. Dark stores established by the Quick commerce companies does not have any opening or closing time unlike the local kirana store. It fits well to the Gen Z generation that uses smartphones most of the times they want to buy anything.

### **Weaknesses**

Although Quick commerce has several strengths but it suffers with certain weaknesses too. Following are the weaknesses of Quick Commerce:

#### **1. Risk of Road Accidents**

The main weakness is the traffic and risk of road accidents due to the faster delivery period. Delivery partners do rash driving in order to deliver the order to fulfil the promise of fast delivery. This leads to increase in the risk of road accidents. Moreover, demand from multiple consumers results in rise in traffic in dark stores as well as on the roads with the delivery partners.

#### **2. Negative Customer Experience**

Although consumers love the experience of having doorstep delivery of goods within a few minutes but sometimes customers have to go through negative experience as well. The reason behind negative customer experience is sabotage and over acceptance of orders that ultimately lead to delay in deliveries and hence, negative customer experience.

#### **3. Security Issues**

Security issue is another major concern in Quick Commerce. All the softwares are not as secure as they seem. Customers cannot easily rely on the Quick commerce to make payments through card and upload their Debit or Credit card details. Physical security of delivery partners and consumers also remain at stake with every order placement.

#### **4. High Start-up Costs**

The start-up cost for Quick commerce is also very high due to its complex infrastructure. Setting up of various dark stores, several number of riders, delivery agents etc. Is a very complex process and costs very high.

#### **5. Sustainability issue**

Although Quick commerce is performing quite well in India but there are some countries where Quick commerce has witnessed severe failure as well. Outside India there are many Quick commerce businesses that became bankrupt or were forced to downsize significantly in the year 2023. So, it arises the question on



sustainability of Quick commerce.

#### **6. Not suitable for Price Sensitive consumers**

The Quick commerce imposes a huge amount of convenience fees on consumers. Such a high convenience fee may discourage consumers from buying products on instant delivery applications. So, Quick commerce may not be suitable for price sensitive consumers. There is a service known as Bolt, provided by Swiggy, has reportedly levied a delivery fee greater than the average 30 minutes delivery. This has left the consumers questioning the value of affordability and convenience.

#### **7. Encouragement of Unhealthy dependence**

Although, Quick commerce offers various services such as Quick meals, Groceries and even forgotten necessary items but it also creates encouragement of unhealthy dependence on instant solutions.

#### **8. Negative impact on Public Health**

Quick commerce has negative impact on public health due to increase in number of delivery vehicles and increased carbon emission. This results in adverse Air Quality Index and this influences not only the respiratory function of human beings but also the cardiovascular well-being.

### **Opportunities**

Despite the weaknesses the Quick commerce has, the opportunities for growth are huge. Following are the opportunities in the way of Quick commerce and by grabbing these opportunities, companies can perform extremely well in the market.

#### **1. Collaboration with local retailers and suppliers**

Establishing good and strategic collaboration with local retailers and suppliers will lead to enrichment of supply chain and improve service offerings. Leveraging the existing retail network can prove to be an essential tool in tapping into new customer segment. It can also help in decreasing delivery time and providing wider variety of products. According to the report of CNBC TV 18, Commerce and industry minister, Piyush Goyal also has urged Quick commerce to partner with local retail stores in order to sustain themselves, grow in the market and avoid losses.

#### **2. Target Tier 2 and Tier 3 cities**

Quick commerce should not focus only on metropolitan areas, it should target Tier 2 and Tier 3 cities as well. The companies can include regional language in their application interface in order to provide smooth servicing in these areas. Smartphone penetration and internet services has been improved in these regions and extension of Quick commerce services in the smaller cities can create a larger customer base and increase the potential of growth.

#### **3. Enhancing customer centric features**

Quick commerce can introduce new features in their application interface that are customer centric in order to continuously improve customer experience, retain customers and attain growth. The companies can add various features such as flexible delivery options, personalised product suggestions etc. In order to differentiate from competitors, a customer centric approach should always be focused upon as the customer is always considered as the king of the market.



#### **4. Regulatory engagement**

The companies should create and maintain healthy relationship with regulators in order to shape favourable policies and compliance framework can facilitate ease of operations and decrease regulatory risks. The Quick commerce companies can engage with policymakers in order to ensure delivery agent receives fair wages and benefits.

#### **5. Technology upgradation**

The Quick commerce companies should invest in innovative technologies such as Artificial intelligence, machine language and internet of things. It can help Quick commerce companies by providing information about customer preferences, consumer buying patterns and supply chain bottlenecks.

#### **6. Adoption of sustainable practices**

It is well understood that convenience is the priority of the consumers but this convenience can never become superior to environmental concerns. The companies should embrace sustainable practices and should use electric vehicles for delivering groceries to the customers, mitigate packaging waste and implement environment friendly packaging solutions. Embracing these remedies will appeal environment conscious consumers and can reduce the negative impact of their operations on the environment.

### **Challenges**

Quick commerce has performed outstandingly well in the market but the other side of coin is that there are several challenges in the road of Quick commerce sector that can impact its growth and sustainability. Following are the challenges faced by Quick commerce sector.

#### **1. Acceptance challenge**

Quick commerce sectors work on dark stores and these dark stores are generally located in residential areas and city centres. The queue of delivery agents and their delivery vehicles outside the dark stores often cause annoyance and irritation among residents. The residents often have grievances about blocked pavements, severe noise levels during product deliveries and driveways. Sometimes, delivery agents ring the doorbell of other residents out of confusion. These things become challenging for the Quick commerce sector.

#### **2. Low profit margins**

Quick commerce bears a huge cost on warehousing and manpower and price sensitive customers are not willing to pay a premium on ultra-fast delivery. Moreover, as compared to shopping in person, the average consumers are not willing to spend more on online shopping. This simply indicates that as compared to traditional online grocery and food delivery, the profit margins in Quick commerce are very low. This can be challenging for Quick commerce sector to survive in the long run.

#### **3. Working Conditions**

The stress that delivery agents bear on their shoulders to attain high incentives, poor working conditions and low, non-liveable wages is the grim reality of Quick commerce sector. As the profit margins are low in Quick commerce, the question arises that with such low profit margins how come is it possible for companies to make enough payments to the workers and create social security for the workers on the ground.

#### 4. Logistics Challenge

Now logistics is something that creates biggest challenge for Quick commerce start-ups. For keeping up the promise of faster delivery, you cannot rely on one delivery agent to drop off other deliveries beforehand. Quick delivery requires whole army of personnel in order to make the process of pick-up of order and its delivery smoother and faster.

#### 5. Consumer's Expectations

It might be possible that consumer begin to expect in near future household appliances in 10 minutes. It will become very challenging for the firm to meet these kinds of expectations of consumers. There are chances of unacceptance of stock if it does not reach within the stipulated time due to the impatience of consumers.

#### Conclusions and Recommendations

Thus, it can be concluded that Quick commerce sector has its own pros and cons but by embracing effective strategies these obstacles can be easily removed. The SWOC analysis that has been conducted in this study clearly give the picture of Quick commerce sector these days. Despite the fact that Quick commerce is outperforming the market in India but still there is long way to go as there are examples of failures of Quick commerce sector also outside India. The market of US is imbued with disasters like Getir, Jokr, Fridge no more, and Buyk. Indian Quick commerce companies have to learn from these failures and make new and innovative strategies in order to survive in the market for long run. The companies should launch schemes like providing extra off on total price for eco friendly delivery where order can be delivered late so that order can be picked up in bulk and multiple orders can be delivered later on. This has already been adopted by Swiggy and other companies should also learn from Swiggy and focus on environment as well. These schemes can contribute to good and healthy environment for all. The SWOC analysis that has been conducted in this study clearly give the picture of Quick commerce sector these days. We all know what happened in COVID-19 pandemic and the Quick commerce sector fulfilled the urgent needs of entire nation in such crisis. Disasters and pandemic such as COVID-19 their selves portray the need of Quick commerce sector. Quick commerce is not a bad thing, its just that there are certain limitations that are to be dealt with in order to make it convenient for the environment and the society. The companies should ensure that effective measures have been taken by delivery agents for smoother delivery without breaking the traffic rules. The Quick commerce company ies should involve feedback and review on their platforms in order to refine their operations. These reviews can help Quick commerce sector in building trust and companies must also create transparency by addressing to negative comments of the consumers publicly.

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