



A Study On Fast Grocery Delivery In India: Comparing Blinkit And Swiggy Instamart

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Abstract: This research paper compares Blinkit and Swiggy Instamart profits from 2023 to 2025. The study is done because there is rapid increase in company valuations, more and more people are using quick commerce, and both companies are expanding fast in the market with support of big retail partnerships. The main aim of the study is to compare the financial performance of both companies during this time period. It also tries to look at the profit trends to understand how both are growing. The findings shows that both companies are growing in a positive direction. Their profits are increasing and overall financial performance is also improving, so it clearly shows that both companies are doing well in the market.

Keywords - Blinkit, Swiggy Instamart, Grocery, Delivery

I. INTRODUCTION

E-commerce in India has grown a lot in recent years mainly because more people are using smartphones and internet is now cheaper and easily available. Platforms like and helped in making online shopping very common among people. During COVID-19, this growth increased even more as people started depending on online platforms for buying daily needs and other items.

After lockdown, things slowly started changing. People were not satisfied with normal delivery, they wanted it faster. Many local shops and small businesses also started giving home delivery, sometimes free also just to attract customers. At the same time, quick commerce platforms like, and started offering very fast delivery, even within minutes.

This clearly shows that consumer behaviour is changing. Earlier people didn't mind waiting, but now they expect things quickly. So online shopping is not only about convenience now, it's more about speed and instant delivery. As a fast grocery delivery service, Blinkit is a leading company in the quick commerce market in India. It began life as Grofers in 2013. Originally, the company was mainly doing scheduled delivery, wherein people could get groceries in a few hours or sometimes the next day. The aim at that time was convenience: making all your stuff easy to find and getting it for you at an attractive price.

Slowly it became more competitive and customer expectations changed. People didn't want to wait for their orders for too long. Post the COVID-19 pandemic, there was a surge in the demand for instant delivery. Raghav Bhargava, Grocery Acquisition & Delivery Head, Grofers, shares that as the brand celebrated 5 years, it underwent a significant transformation in 2021, where it changed its brand name to Blinkit. The change wasn't just in name but also in the way it operated out of. The brand shifted its focus to quick commerce and began delivering groceries to customers in 10–20 minutes.

To solve this problem, the company started using dark stores, that are small warehouses located near residential 8areas. This helped them deliver orders faster. They improved their supply chain. they used technology to manage stock more efficiently. they planned better delivery routes to save time and ensure quick service. Zomato acquired Blinkit in 2022. This made the company financially stronger and increased its market reach. Because of this support, Blinkit was able to grow faster, expand its operations, and compete better with other quick commerce companies.

Today, Blinkit has changed a lot from a normal online grocery platform to a fast delivery service provider. It clearly shows how customer demand in India has shifted from just convenience to speed, where people now expect things almost instantly and don't want to wait much.

Swiggy Instamart came in 2020 for delivering groceries and daily essentials in a fast and easy way. In the starting, it mainly focused on convenience, where deliveries were taking a few hours to reach to customers. Later, as customer demand moved towards faster service, Instamart shifted to the quick commerce model. It started delivering orders in around 10–30 minutes by using dark stores near residential areas. The platform also added more products and improved its technology for making deliveries faster and more efficient.

Today, Instamart is becoming a major player in India's quick commerce industry, showing clearly how people now prefer instant delivery services.

II. LITERATURE REVIEW

1. (Sanghi et al, 2023) The report explores the differences between Dunzo and Blinkit with respect to how they helped build a hyperlocal grocery delivery industry in India. The study presents significant macro and industry specific elements that have shaped the development of this vertical which includes; the market's growth, competition, the evolution of their business models, etc. Additionally, the study provides details on the growth of India's hyperlocal grocery delivery vertical; despite the fact that India is a developing country and has serious systemic, technological and infrastructure barriers along with very limited entrepreneurial resources, these barriers create an even more compelling and complex growth case for Dunzo and Blinkit. Finally, this report provides readers with an opportunity to explore value creation and customer service delivery from a strategic, technology, and platform business perspective.
2. Murugesan, D. & Kandasamy, C. (2025). This study shows the effects of different factors on consumer adoption and satisfaction with online grocery delivery applications; specifically Zepto and Blinkit. Factors such as usability of the app, availability of products, pricing, customer service and timely delivery are seen as the main drivers of how consumers use these platforms. Many users find that having a range of products available, smooth transaction processes, easy to use interfaces and reliable logistics all contribute to consumer satisfaction when using these services. In order for online delivery applications to be competitive and acquire loyal users, they will need to develop their user-focused experiences, deliver goods quickly, have transparent pricing, provide responsive customer support and establish a strong internet presence. Additionally, social media, brand reputation, special offers and consumer reviews all play an important role in influencing consumers' purchasing decisions.
3. Malviya (2025) Blinkit has dominated Indore's quick-commerce sector because of how fast it can get goods into customers' hands. The author declares that consumer purchasing patterns are now trending toward making smaller, more frequent purchases. the author's research shows that consumers will make smaller, frequent purchases as long as there is speed of delivery involved.

III. Objectives of the study

- a) To make comparative analysis of financial performances of Blinkit and Instamart over the period of time.
- b) To make comparative analysis of profitability of Blinkit and Instamart the period of time.

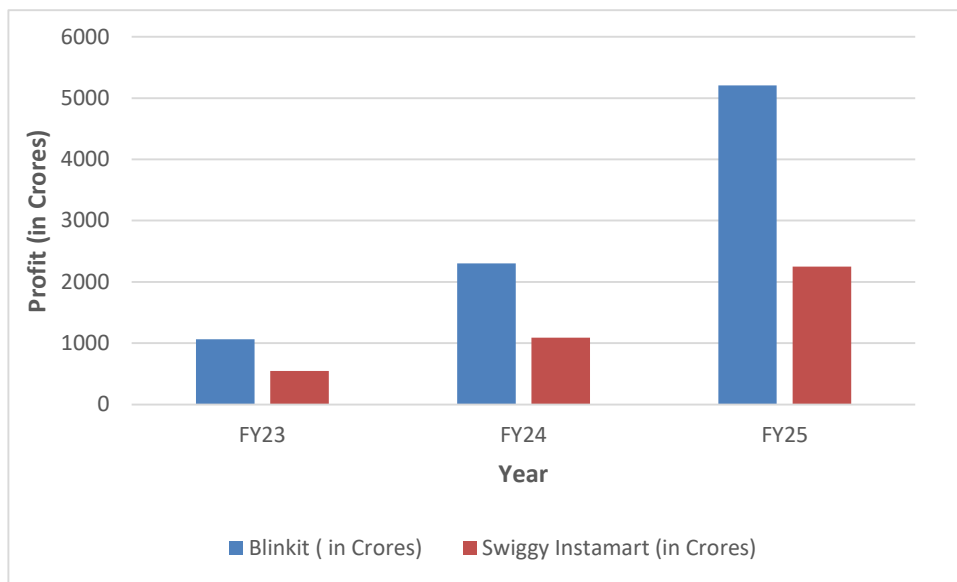
IV. Research Methodology

The data is collected from the annual reports of the company. Three years data is considered for the research from 2023 to 2025 to study the profitability and financial performances of Blinkit and instamart.

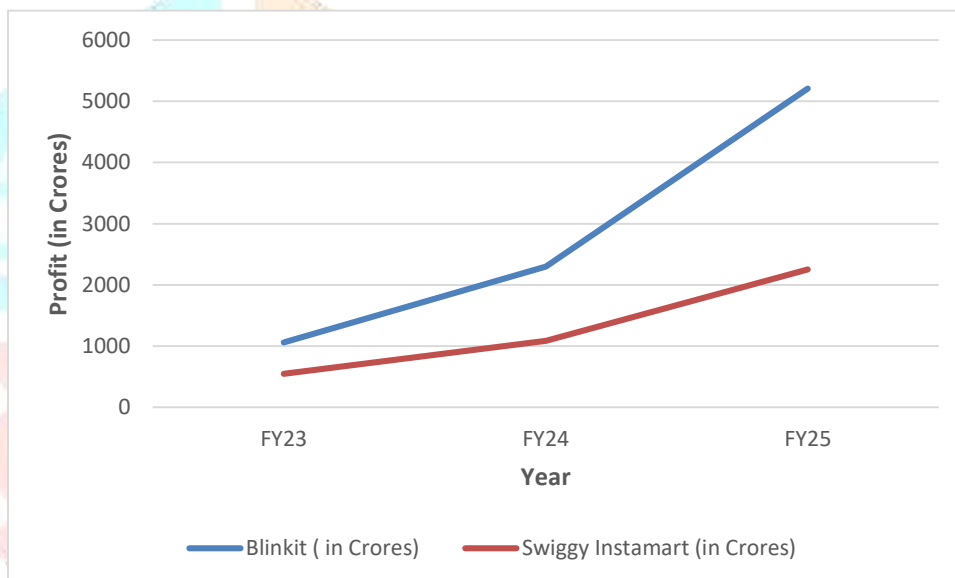
Table showing profits of Blinkit and Swiggy Instamart during following years:

| Year | Blinkit (in Crores) | Swiggy Instamart (in Crores) |
|------|----------------------|------------------------------|
| FY23 | 1063 | 547 |
| FY24 | 2301 | 1088 |
| FY25 | 5206 | 2252 |

Source: Annual reports



Graph 1: Showing profits of Blinkit and Swiggy Instamrt



Graph 2: Comparative Profit Growth of Blinkit and Instamart

It is evident from chart representation that Blinkit and Swiggy Instamart, both saw excellent profit growth between FY23 and FY25. Therefore, both companies are growing rapidly within the fast-growing quick commerce industry. Blinkit saw large increases in their profit numbers of 1063 crore in FY23 and 2301 crore in FY24 and then 5206 crores in FY25. The increase in profits demonstrates that Blinkit has been able to accelerate growth at a rapid rate and was effective at scaling its operations while becoming more efficient at doing so. Swiggy Instamart also experienced dominance over time from FY23 to FY25 when comparing its annual profits. Profitability numbers for Swiggy Instamart were 547 crores in FY23 to 1088 crore in FY24 then 2252 crore in FY25.

However, Swiggy Instamart appeared, based on these numbers demonstrated to grow in a steadier manner than Blinkit. The gap between the two companies increased significantly throughout the three-year period, and Blinkit is clearly outperforming Swiggy Instamart as they have continued to increase their lead over them in terms of profitability. Overall, both companies will continue to grow, however, Blinkit has positioned itself as the dominant competitor, with faster and more significant expansion of profits compared to Swiggy Instamart.

The study shows that both companies are growing steadily. After the pandemic, hyperlocal models have become more focused on convenience. For example, if you own a small grocery store, you can attract customers by offering fast delivery, as people today prefer quick and easy service.

The profits of both companies are increasing over time. Their financial performance was studied using different financial ratios for three years, and the results show steady growth. Both companies are improving at their own speed and have plans to grow further in the future.

V. Findings

- a) The results show that both companies are doing well and moving in a positive direction. Their profits are increasing over time.
- b) The financial performance of both companies is good, and they are growing successfully.

VI. Conclusion

In the quick delivery market, Blinkit is ahead of Instamart, but both are growing. It puts a lot of emphasis on getting things to customers quickly and making shopping easy, which is very important these days. Every year, Blinkit's profits go up, and its finances are strong and stable. Its delivery system is quick and dependable, which makes it better at serving customers than Instamart, Blinkit is also making plans for the future so that it can grow even more. This makes it not only stronger now, but also more likely to do well and grow in the years to come. In general, Blinkit is doing better, serving customers more quickly, and has a better chance of becoming a top player in the quick commerce market.

VII. Limitations of the study

This study exclusively examined two popular grocery delivery services: Blinkit and Swiggy Instamart. Future studies can involve situational analysis and factor analysis by researchers

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