# Scroll, Select, Spend: A Comparative Study of Zomato & Swiggy in India's Quick Commerce and Food Delivery Market

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**Abstract**

India's rapidly expanding digital economy has significantly transformed consumer access to food, groceries, and essential household products. Within this evolving landscape, Zomato and Swiggy—established leaders in the food-technology domain—have strategically diversified into the quick commerce segment through Blinkit and Instamart. This transition has redefined consumer expectations regarding delivery speed, service convenience, and platform accessibility.

This study compares the two firms by examining their business models, strategic growth trajectories, operational structures in the quick commerce sector, financial performance indicators, and user engagement mechanisms. Relying exclusively on secondary data sources, the research identifies notable distinctions in market penetration, delivery efficiency, technological innovation, and loyalty-driven customer retention.

The findings indicate that Blinkit currently demonstrates a competitive advantage in the quick commerce segment due to its extensive dark-store network, higher average order values, and reduced delivery turnaround times. Conversely, Swiggy's integrated application ecosystem, accelerated expansion into tier-2 markets, and robust loyalty programs position it strongly for sustainable long-term competitiveness.

Overall, the study provides insights into shifting digital consumer behaviours and outlines strategic implications for the future development of India's food delivery and quick commerce sectors.

**Keywords**: Quick Commerce, Zomato, Swiggy, Blinkit, Instamart, Food Delivery, Digital Consumer Behaviour, Dark Stores, E-commerce, Business Model.

## 1. Introduction

In the last ten years, India has witnessed a notable transformation in how consumers purchase food, groceries, and daily-use products. Activities that earlier required visiting a physical outlet or waiting extended periods for delivery have increasingly moved to digital platforms, enabled by widespread smartphone adoption and improved logistics systems. Two companies -Zomato and Swiggy -have been central to this shift, emerging as influential players in the country's consumer-technology ecosystem. Their expansion, competitive strategies, and technological capabilities have significantly influenced the

evolution of India's on-demand economy.

Both firms began with limited, focused offerings and gradually expanded into multi-service platforms. Zomato, launched in 2008 as *FoodieBay*, initially operated as a restaurant listing and menu discovery website aimed at simplifying access to information for users. Over time, the company broadened its operations to include food delivery, reservation services, event listings, B2B supply solutions, and, later, quick-commerce services following the acquisition of Blinkit in 2022.

Swiggy, founded in 2014, entered the market with an emphasis on reliable food delivery, backed by strong operational execution. The platform's growth led to the addition of new services such as Instamart (rapid grocery delivery), Dineout (table reservations), Genie (hyperlocal errands), and various loyalty and payment features, transforming the application into a comprehensive consumer utility tool.

The rapid emergence of quick commerce, characterised by delivery timelines of under 15 minutes, introduced a new dimension of competition. Zomato expanded Blinkit's capacity through a wider network of dark stores and streamlined processes, whereas Swiggy advanced Instamart by integrating it tightly with its primary application and logistics framework. Consequently, both platforms have become essential to daily consumption, catering to diverse requirements ranging from meals to urgent household needs.

This research paper examines the developmental pathways and competitive positioning of Zomato and Swiggy within this evolving digital environment. It traces the progression of their business models, analyses their strategic responses to the rise of quick commerce, and evaluates their influence on changing consumer preferences in India's modern retail and food-service sectors.

## 2. Objectives

1. To conduct a comparative assessment of the Zomato–Blinkit and Swiggy–Instamart ecosystems, examining how their business models, operational frameworks, and strategic approaches differ within the food delivery and quick commerce domains.

2. To evaluate the delivery performance of both platforms, with specific attention to fulfilment speed, dark-store network efficiency, logistical workflows, and the overall user experience offered to customers.

3. To study consumer decision-making patterns, identifying the factors that shape user preferences and influence the choice between the two competing platforms.

4. To highlight the core advantages and operational constraints faced by each brand as they navigate the fast-expanding quick commerce market and adapt to evolving consumer expectations.

## Literature Review

1. **Ramaswamy (2022).** This study explores the evolution of India's food delivery sector, emphasising how digital infrastructure, smartphone penetration, and UPI payments have accelerated market growth. The research highlights that platforms like Zomato and Swiggy have shifted consumer habits by offering convenience, real-time tracking, and personalised recommendations. It also notes that competitive pricing and frequent discounts play a key role in user adoption. The study concludes that food delivery apps are reshaping urban consumption patterns by integrating technology with last-mile logistics.

2. **Mehta & Garg (2023).** This research examines the emergence of quick commerce (Q-commerce) in India, focusing on the rise of 10–20 minute delivery models. The authors discuss how Blinkit and Instamart rely heavily on dark stores, optimised inventory, and hyperlocal delivery networks. They observe that rapid delivery enhances impulse buying and customer loyalty but also increases operational costs. Despite profitability challenges, Q-commerce is identified as a high-growth segment driven by changing lifestyles and demand for instant gratification.

3. **Verma & Shah (2024).** The study analyses consumer behaviour in online food and grocery delivery apps. Key factors influencing platform preference include app interface, delivery speed, pricing, product variety, and customer support. The authors highlight that young urban consumers increasingly prefer instant delivery services over traditional grocery shopping. The paper concludes that emotional factors such as trust, habit, and brand familiarity strongly influence repeat usage.

4. **Kulkarni (2023).** This research focuses on the competitive strategies of Zomato and Swiggy. It notes that Zomato's strength lies in its multi-vertical ecosystem, including food delivery, Hyperpure, Blinkit, and dining services, while Swiggy benefits from a unified app model and strong loyalty integrations through Swiggy One. The study adds that both companies use aggressive marketing, partnerships, and data-driven decision-making to retain users. However, rising operational expenses and intense price competition remain major challenges.
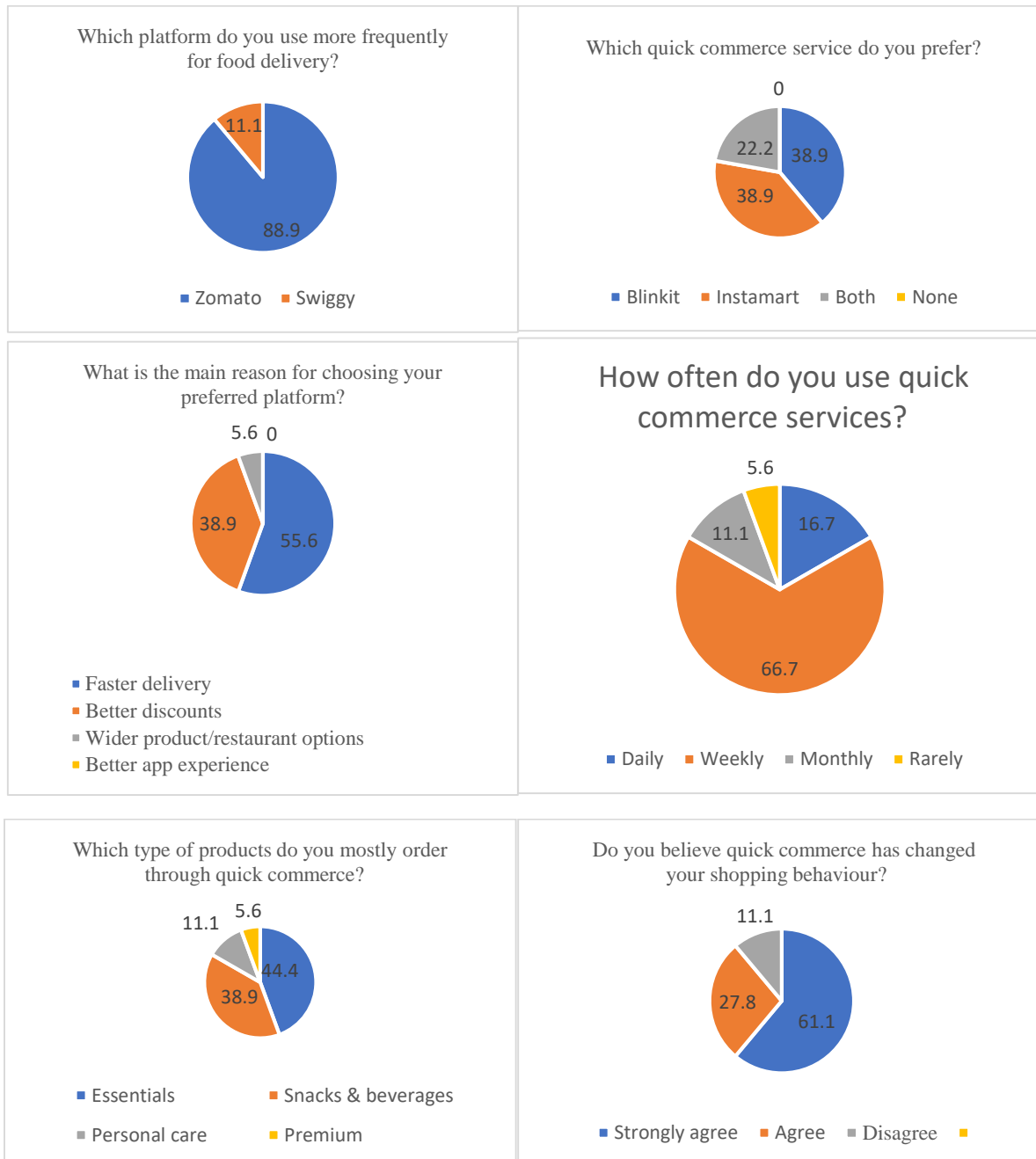
## Other Resources

1. Company annual reports and investor presentations of Zomato & Swiggy
2. Industry insights from financial platforms such as Moneycontrol, Economic Times, and Mint
3. Public domain data on Q-commerce performance and market share
4. Regulatory updates from SEBI, RBI, and government policy documents
5. Online financial databases for analysing trends in revenue, order volume, and operational metrics

## Research Methodology

This study is based on primary research conducted through a structured questionnaire to understand how consumers use and perceive Zomato–Blinkit and Swiggy–Instamart. The survey focused on everyday experiences such as delivery speed, service reliability, pricing, ease of use, and the influence of loyalty programs. Responses were analysed using basic descriptive techniques to identify common patterns and preferences. By relying on direct consumer feedback, the study offers a realistic view of user behaviour and helps explain how these platforms compete in India's evolving quick commerce market.

## DATA ANALYSIS



Which platform do you use more frequently for food delivery?
- Zomato: 88.9
- Swiggy: 11.1



Which quick commerce service do you prefer?
- Blinkit: 38.9
- Instamart: 38.9
- Both: 22.2
- None: 0



What is the main reason for choosing your preferred platform?
- Faster delivery: 55.6
- Better discounts: 38.9
- Wider product/restaurant options: 5.6
- Better app experience: 0



How often do you use quick commerce services?
- Daily: 16.7
- Weekly: 66.7
- Monthly: 11.1
- Rarely: 5.6



Which type of products do you mostly order through quick commerce?
- Essentials: 44.4
- Snacks & beverages: 38.9
- Personal care: 11.1
- Premium: 5.6



Do you believe quick commerce has changed your shopping behaviour?
- Strongly agree: 61.1
- Agree: 27.8
- Disagree: 11.1

**Findings**

The survey shows that most respondents naturally gravitate towards Zomato for food delivery, suggesting a higher level of comfort, familiarity, and trust with the platform. When it comes to quick commerce, however, preferences are more evenly split between Blinkit and Instamart, indicating that users are flexible and choose platforms based on convenience rather than strong brand loyalty.

The speed of delivery stands out as the main reason behind platform choice, highlighting how important instant access has become in everyday life. Discounts also play a meaningful role, showing that consumers

remain price-conscious even while seeking convenience. Most users rely on quick commerce services every week, making them a regular part of their shopping routine rather than an occasional backup.

Quick commerce is mainly used for essential items and snacks, reflecting its role in meeting immediate needs. A large majority of respondents feel that these services have changed the way they shop, encouraging quicker decisions and reducing the need for planning. Overall, the findings suggest that convenience, speed, and affordability are shaping modern consumer behaviour in the digital commerce space.

**Conclusion**

The comparison of Zomato–Blinkit and Swiggy–Instamart shows that both companies are key drivers of India's expanding food delivery and quick commerce ecosystem. Although their strategies differ, each platform contributes significantly to the growth of convenience-led digital consumption.

Zomato currently holds a stronger operational and financial position. Blinkit's dense dark-store network, higher order values, and efficient unit economics give Zomato a clear edge in metro markets. Its focused business structure supports faster progress toward sustainable profitability.

Swiggy, meanwhile, leads in user engagement and loyalty. Its unified app model and the popularity of Swiggy One promote higher cross-usage, while Instamart's rapid expansion in tier-2 and tier-3 cities strengthens Swiggy's long-term growth prospects.

Both platforms are improving delivery efficiency and contribution margins, reflecting a more stable and maturing quick commerce sector. Rising demand for instant delivery and seamless digital experiences will continue to fuel industry growth.

Overall, Zomato benefits from Blinkit's operational strengths, while Swiggy remains highly competitive through deeper user stickiness and broader regional reach. As consumer expectations evolve, both players are likely to invest further in technology, diversify services, and shape the next phase of India's on-demand economy.

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