

Amazon tests rapid delivery in India

Article

The news: Amazon is testing a rapid delivery service in India that will enable shoppers in Bangalore to receive items like groceries and household items within 15 minutes, per Bloomberg.

The available product catalog will vary from groceries to household items, depending on the neighborhood being served.

Why it matters: Until now, Amazon focused on highlighting its Prime delivery speeds and steered clear of India's increasingly competitive rapid delivery market that includes [Zepto](#),

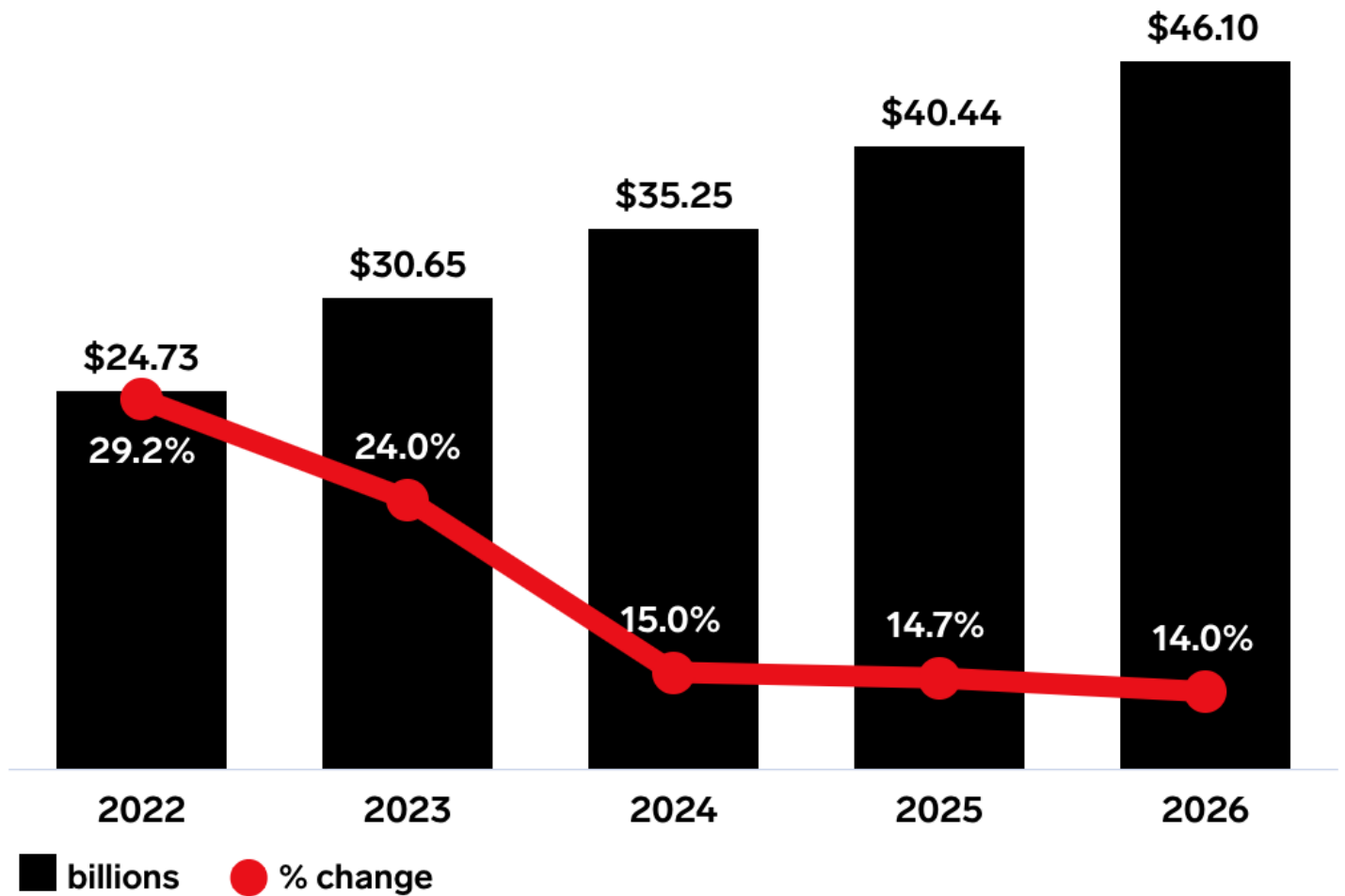
Swiggy, and **Zomato**, as well as **Walmart**-backed **Flipkart**, which made its quick-commerce debut in August.

- That approach helped Amazon drive relatively healthy growth; **we forecast Amazon's ecommerce sales in India to rise by 15% this year** to \$35.25 billion.
- But its decision to cede the rapid-delivery market to its local competitors (and Walmart) cost it market share and growth opportunities. **Amazon's share of India's ecommerce sales is expected to fall to 30.5% this year** and continue dropping into 2026, per our forecast.
- With rapid deliveries projected to account for 70% of India's online grocery market by 2030, up from 45% today, Amazon faced a clear choice: Jump into the fray or risk falling behind.

Our take: Amazon sees a massive opportunity in India, a country where **we expect ecommerce sales to soar 18%** this year to \$115.76 billion. Given the country's rapid growth and importance, Amazon can't afford to ignore consumers' need for speed.

Amazon Retail Ecommerce Sales

India, 2022-2026



Note: All years converted to US dollars using average 2023 exchange rates; represents the gross value of products or services sold on amazon.in (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales; excludes Amazon Business sales

Source: EMARKETER Forecast, July 2024

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this

one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team.](#)