

BESPOKE SURVEYS

India Grocery and eCommerce Vol 17

800+ Consumers In India (Skews Urban) Per Wave

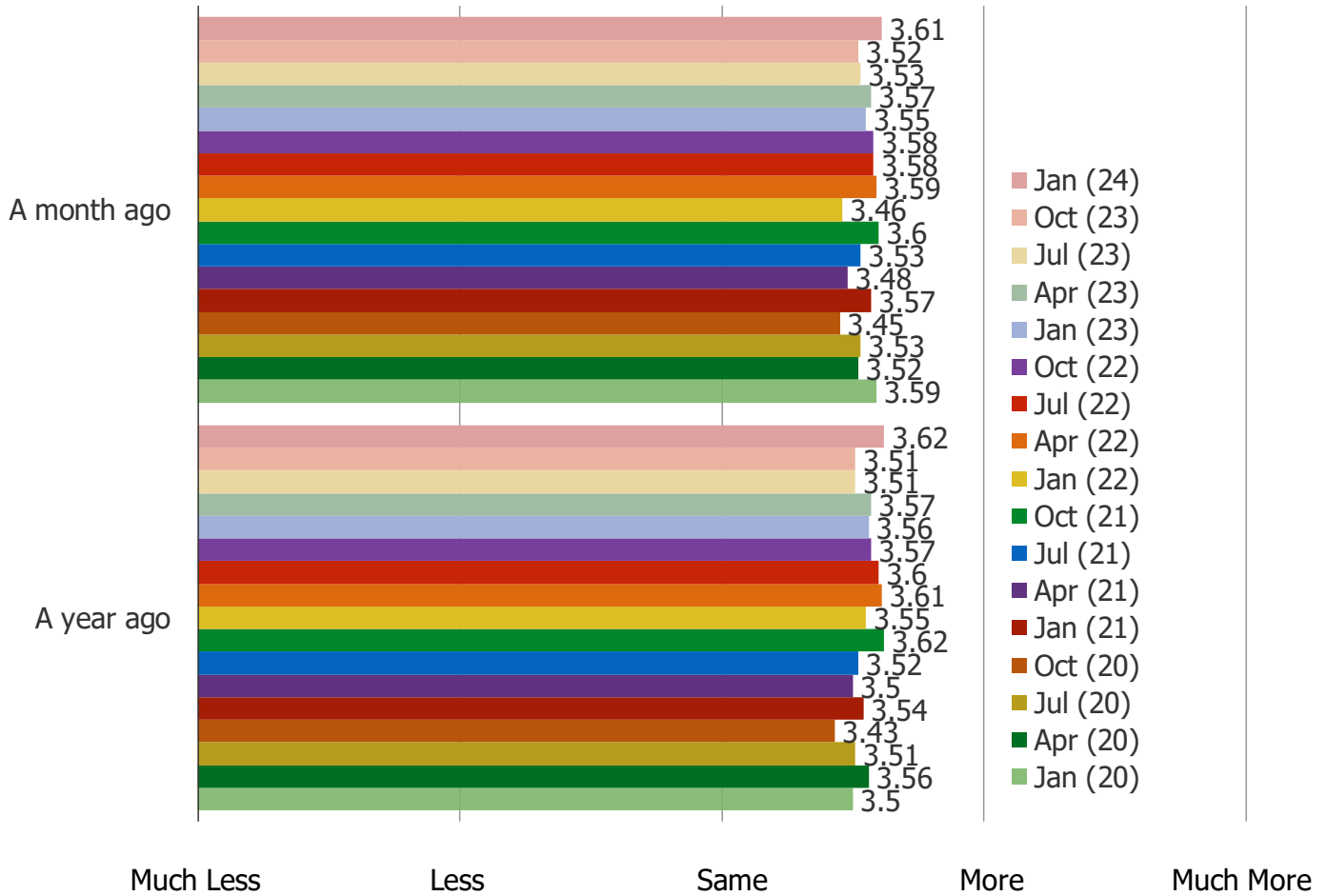
January 2024

India Grocery

INDIA GROCERY

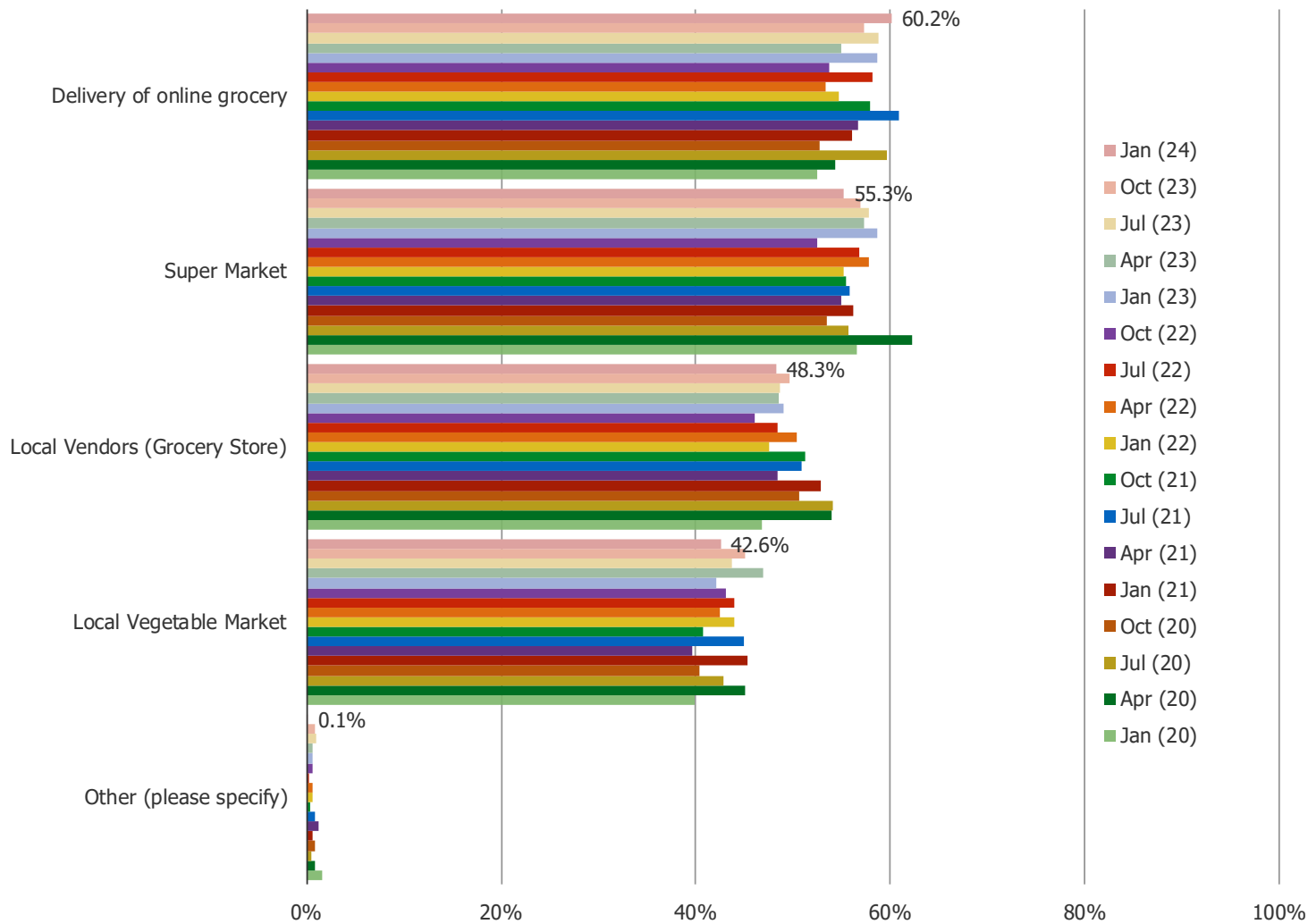
DO YOU THINK YOU ARE CURRENTLY SPENDING MORE ON GROCERY THAN THE FOLLOWING?

Posed to respondents who shop for groceries.



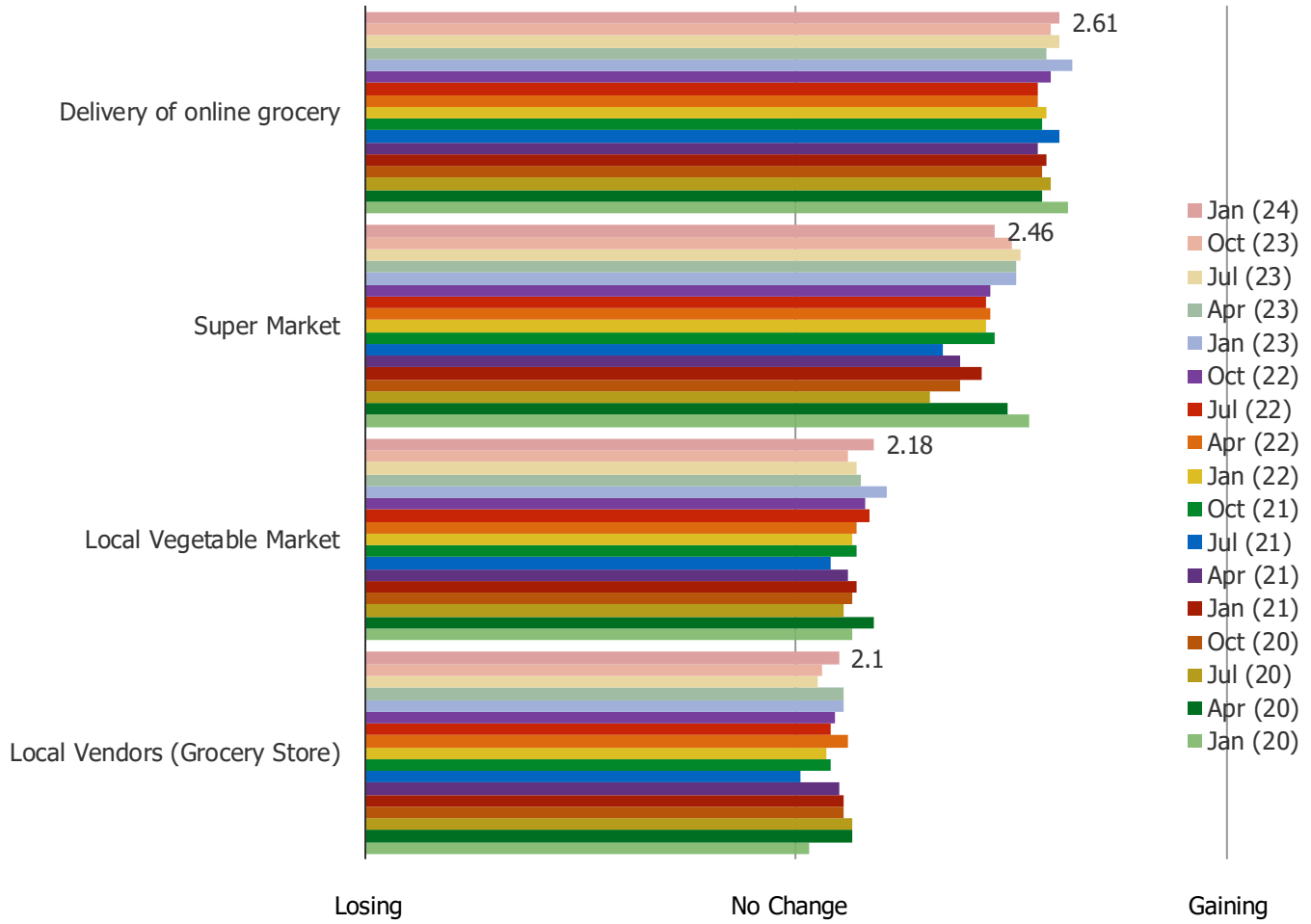
WHERE DO YOU USUALLY BUY GROCERIES? (SELECT ALL THAT APPLY)

Posed to respondents who shop for groceries.



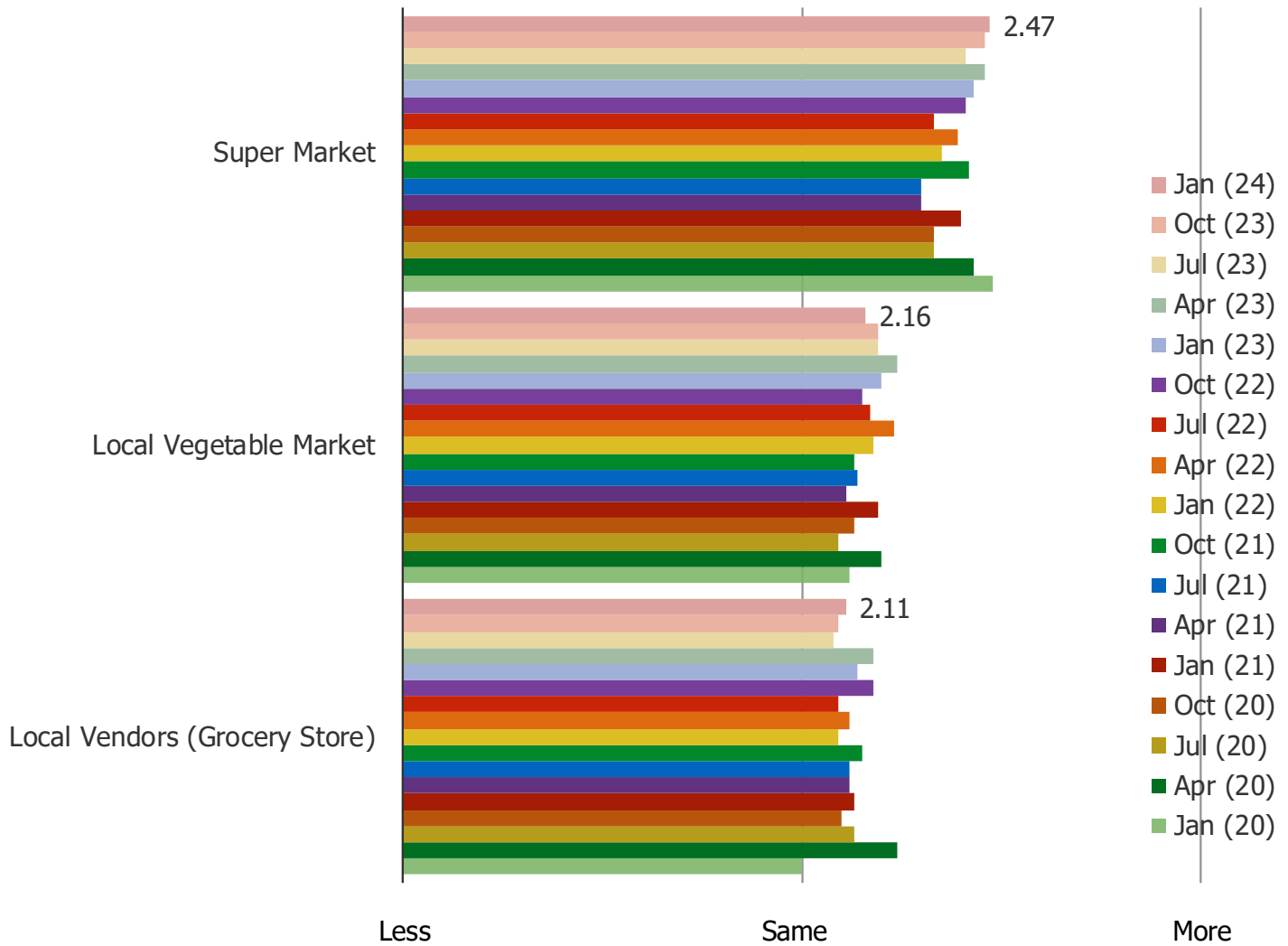
DO YOU THINK THE FOLLOWING ARE GAINING OR LOSING POPULARITY?

Posed to respondents who shop for groceries.



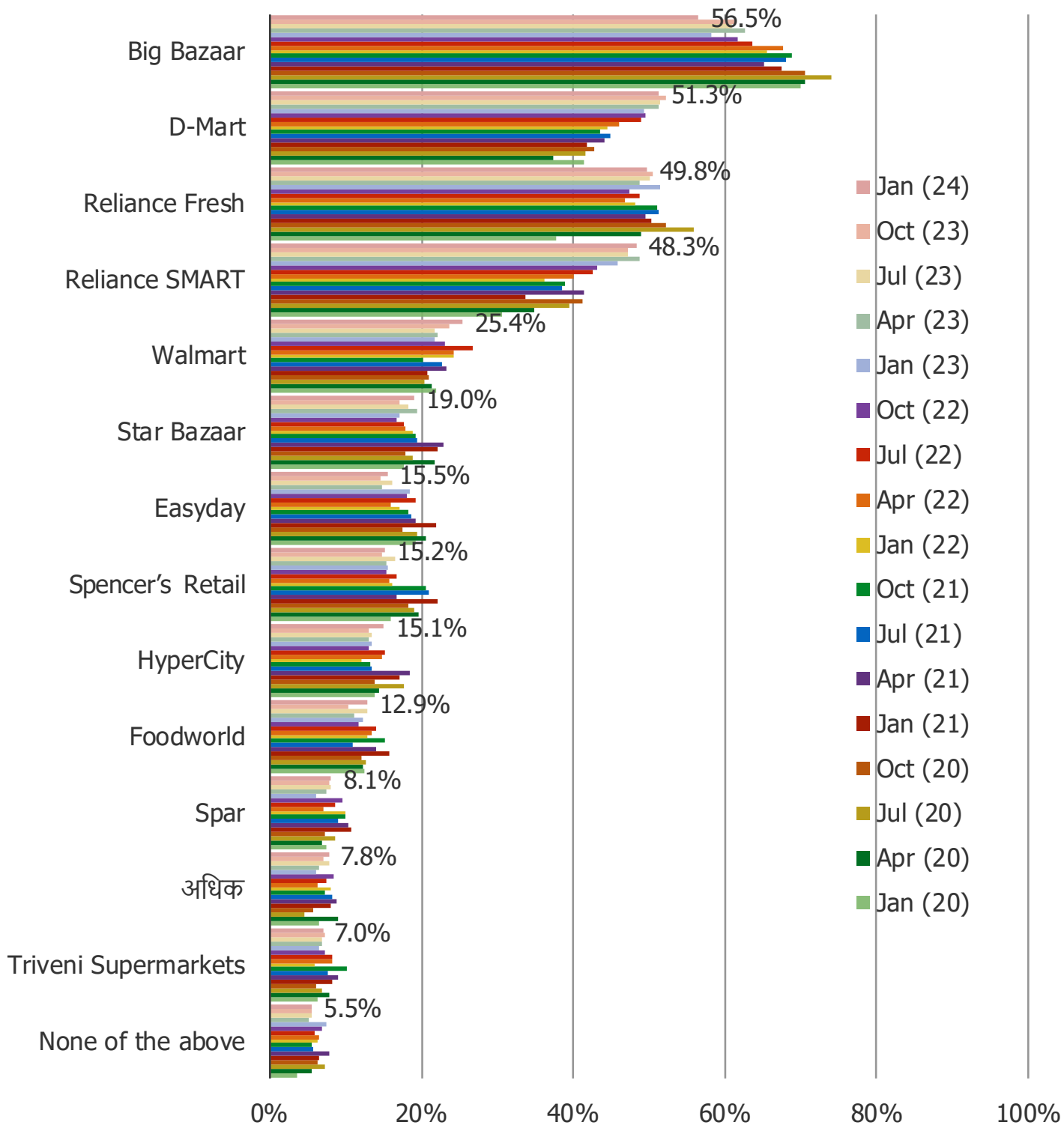
ARE YOU CHANGING HOW OFTEN YOU SHOP FOR GROCERIES VIA THE FOLLOWING?

Posed to respondents who shop for groceries.



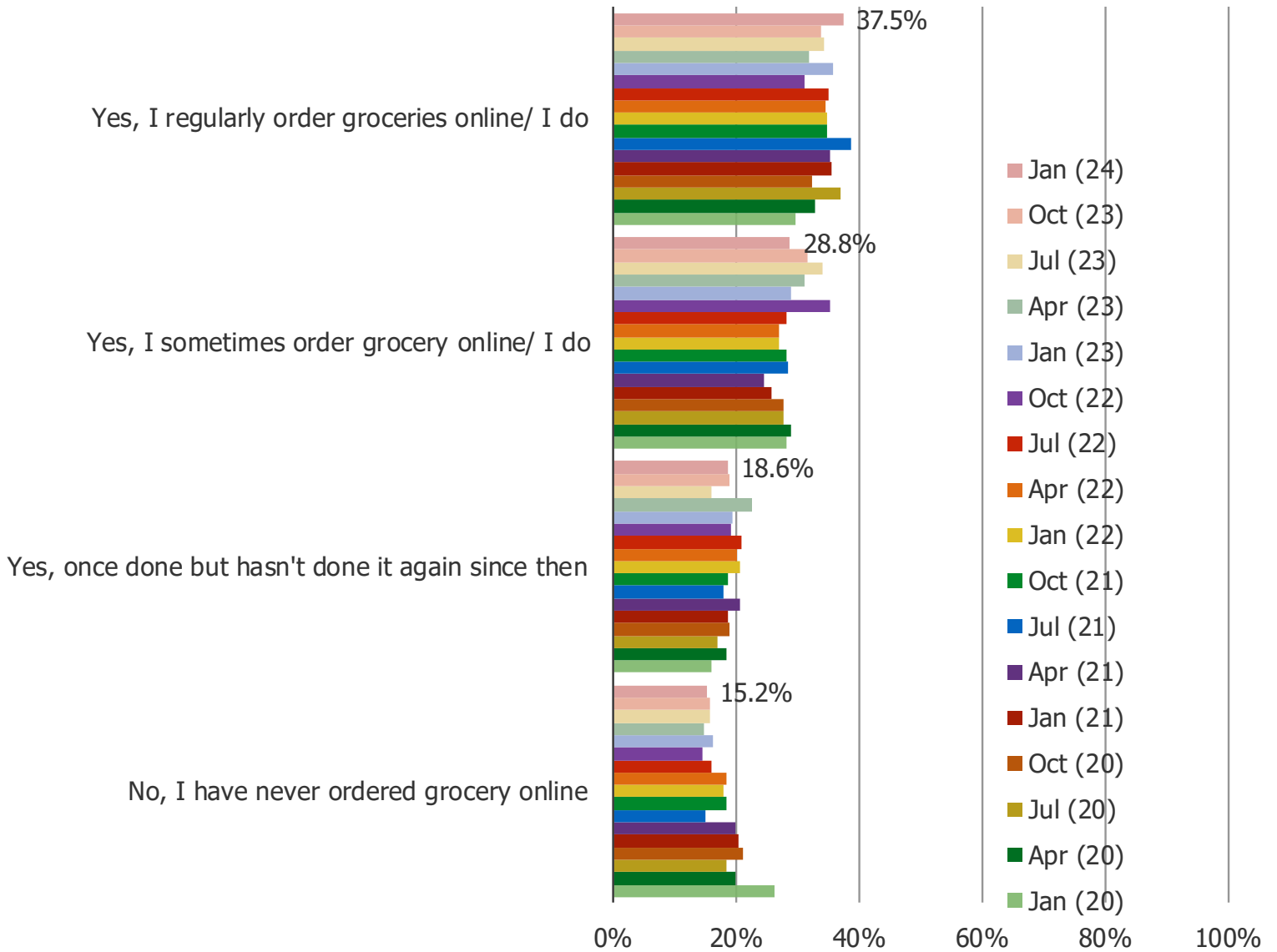
DO YOU PURCHASE GROCERIES FROM THE FOLLOWING REGULARLY OR OCCASIONALLY?

Posed to respondents who shop for groceries.



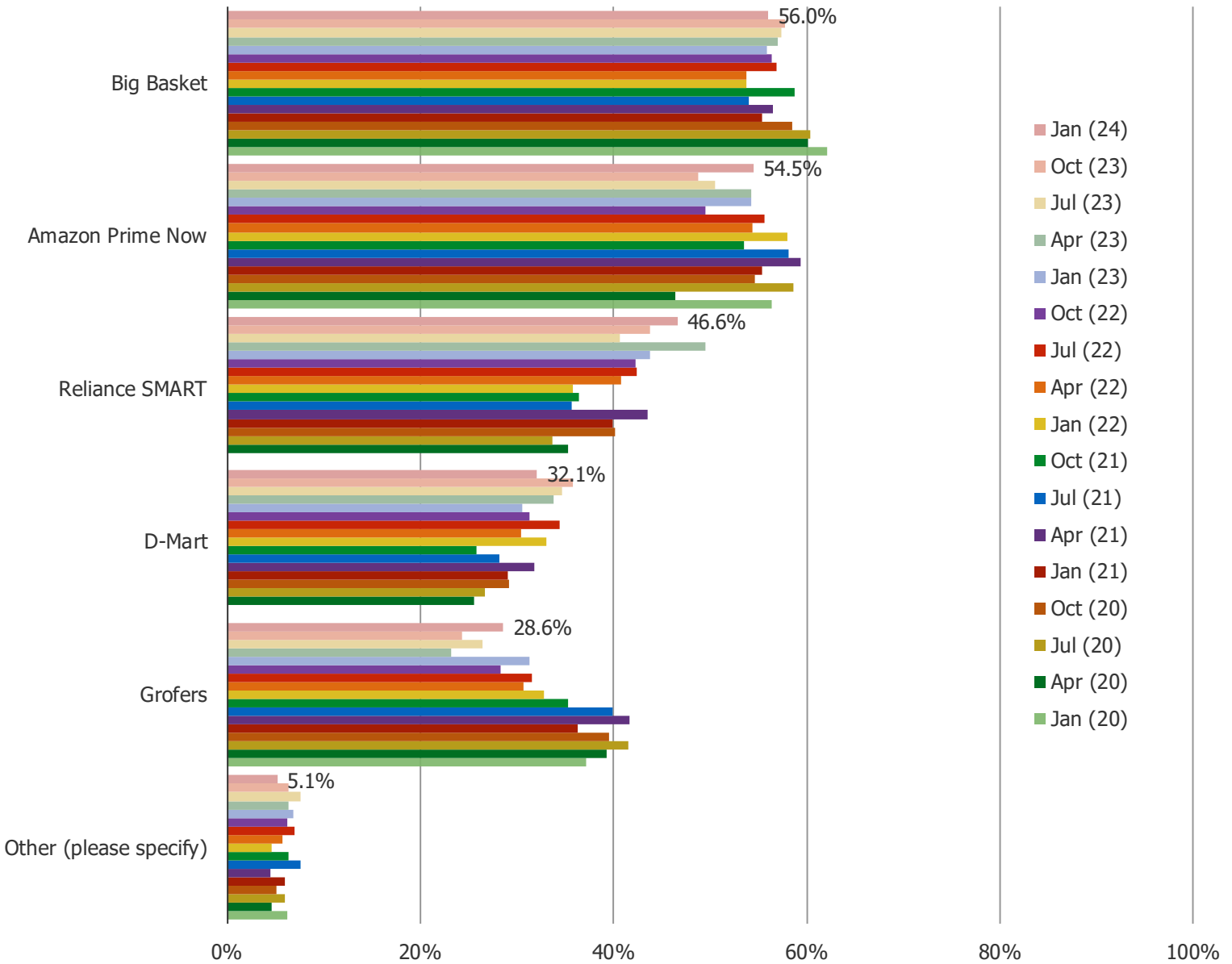
HAVE YOU TRIED TO ORDER GROCERIES FOR ONLINE DELIVERY?

Posed to respondents who shop for groceries.



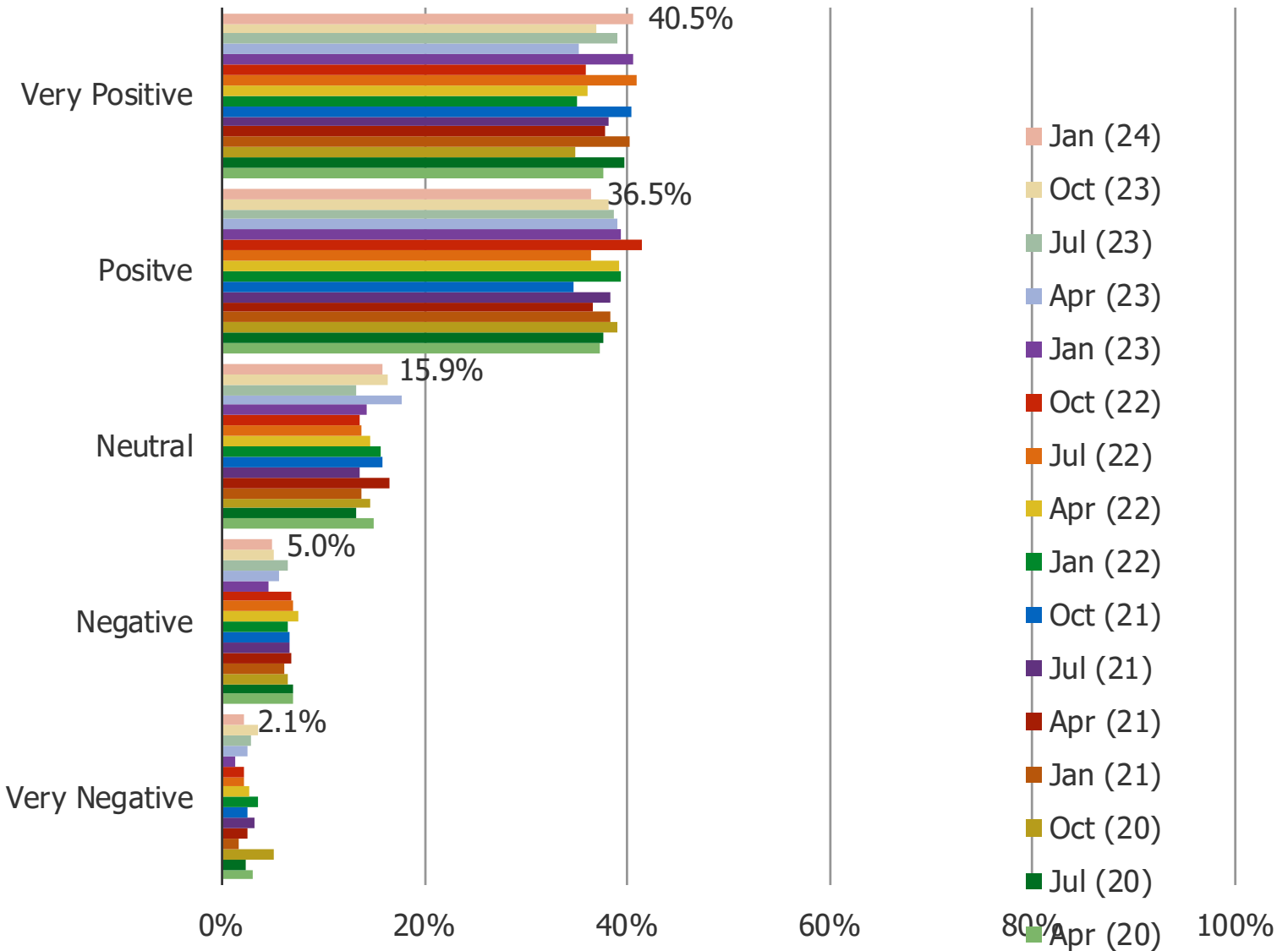
WHICH ONLINE GROCERY PROVIDER HAVE YOU USED?

Posed to respondents who order groceries online.



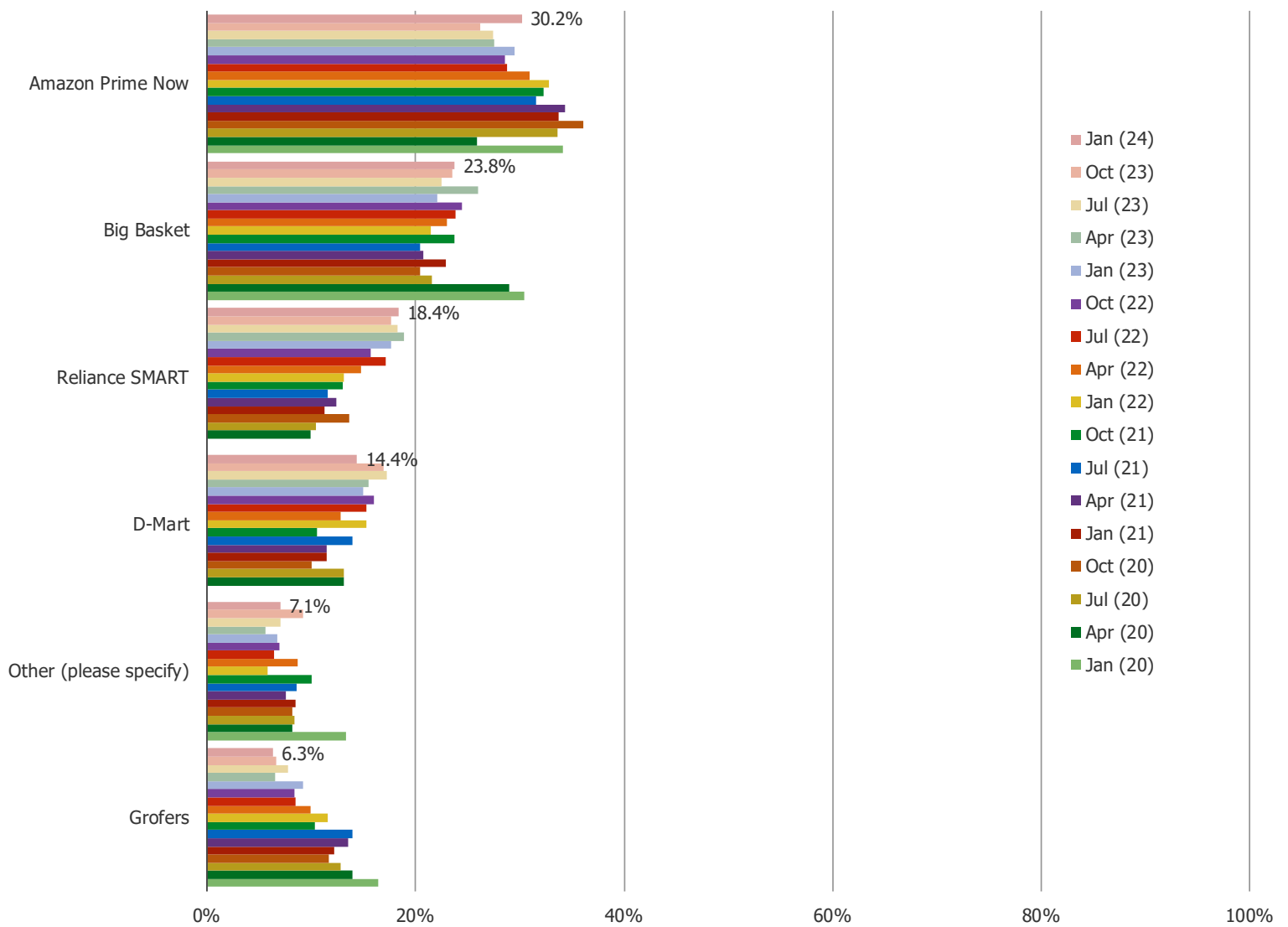
HOW WAS YOUR EXPERIENCE ORDERING GROCERIES ONLINE?

Posed to respondents who order groceries online.



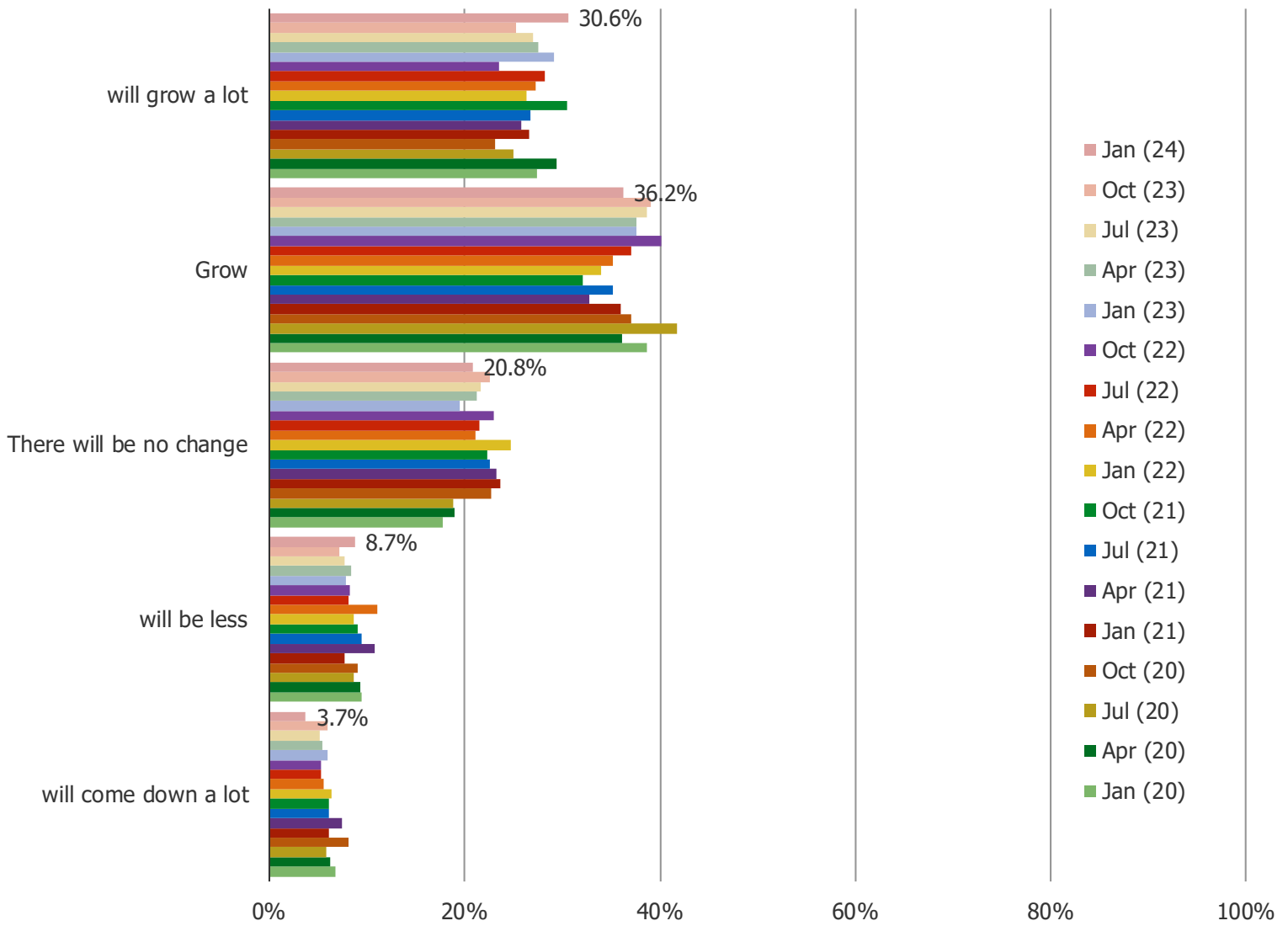
IN YOUR VIEW, WHICH OF THE FOLLOWING IS BEST TO ORDER GROCERIES ONLINE?

Posed to respondents who order groceries online.



DO YOU EXPECT TO CHANGE HOW OFTEN YOU ORDER GROCERIES ONLINE GOING FORWARD?

Posed to respondents who order groceries online.

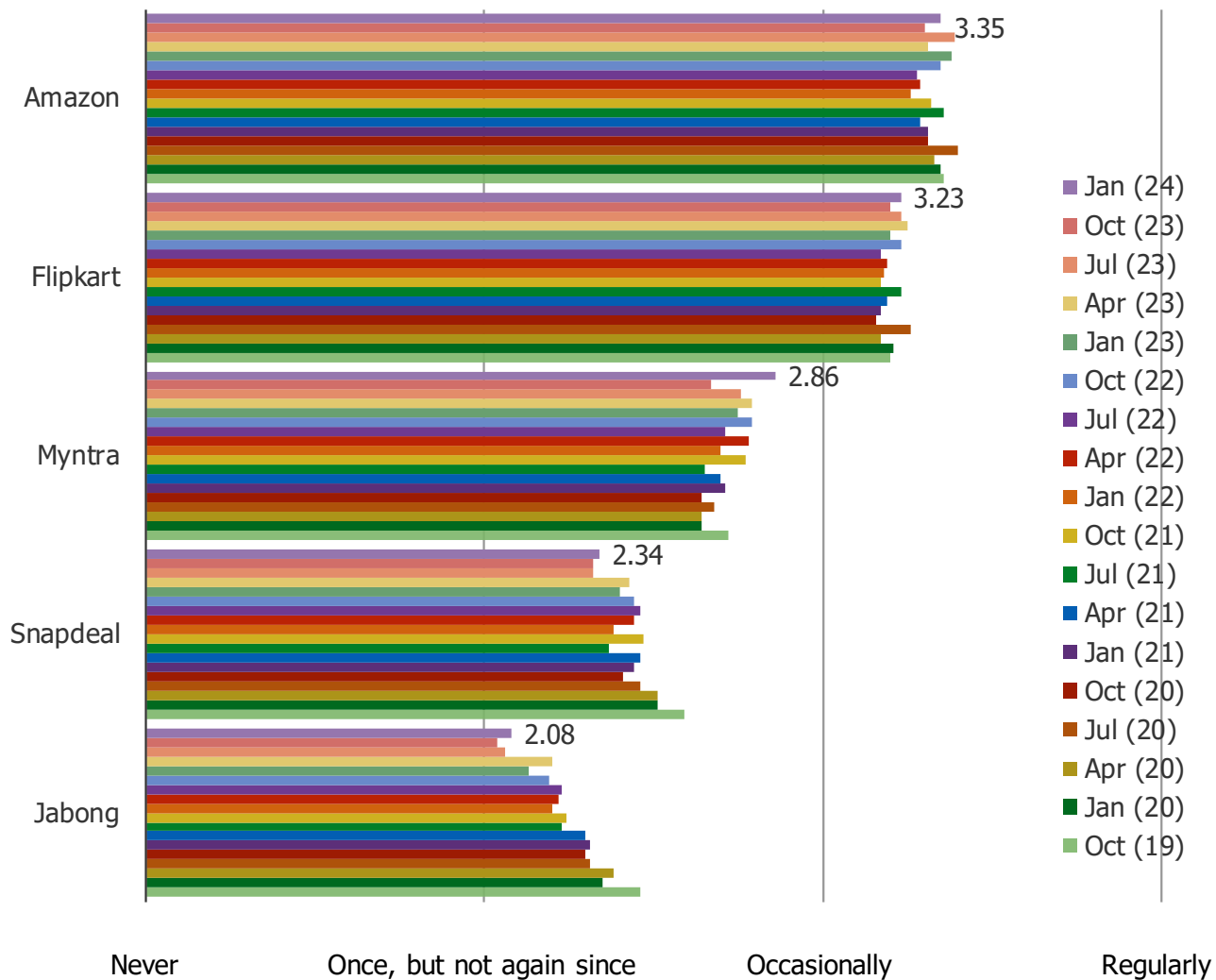


India Ecommerce

INDIA ECOMMERCE

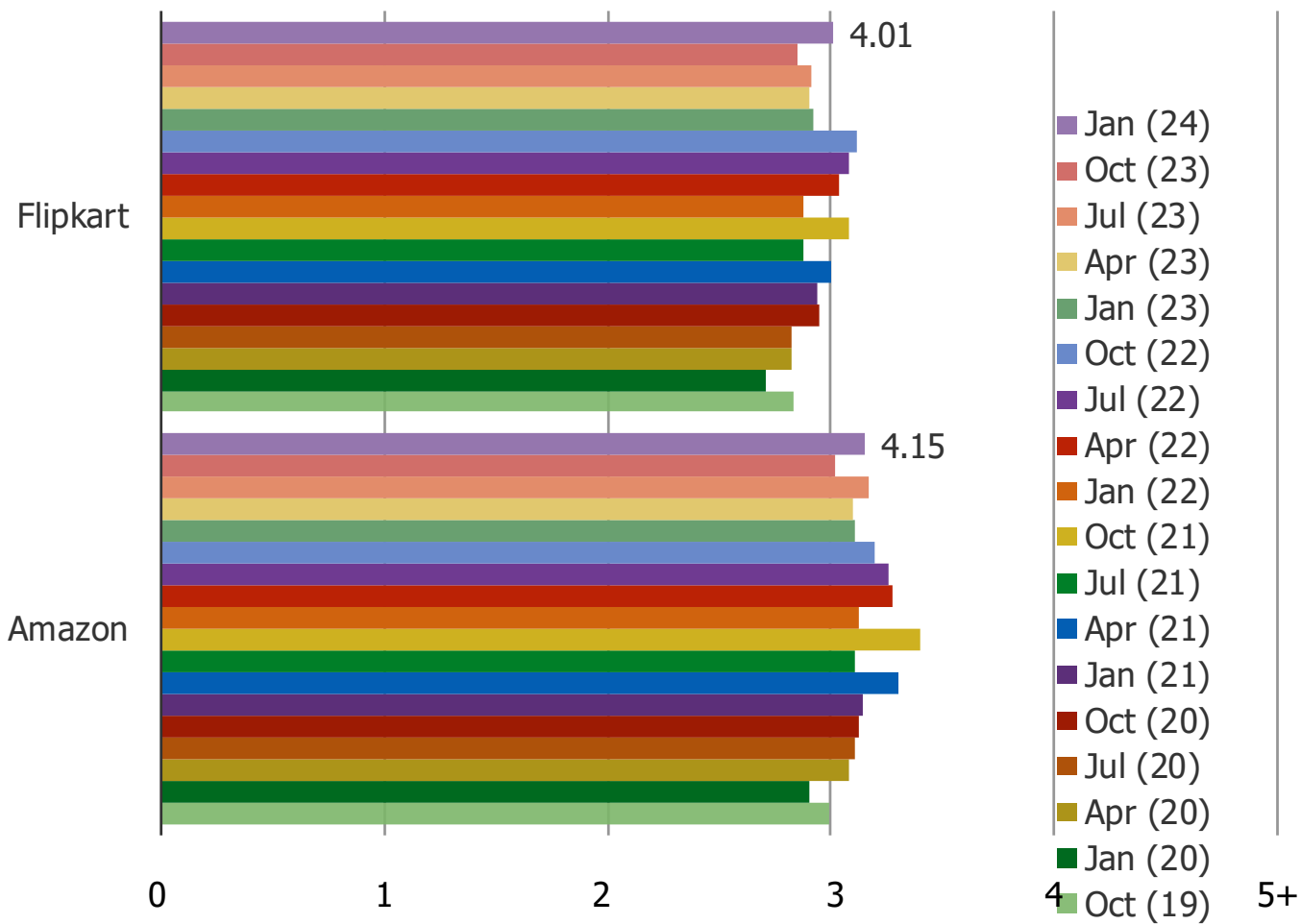
HOW OFTEN DO YOU SHOP THE FOLLOWING?

This question was posed to all respondents.



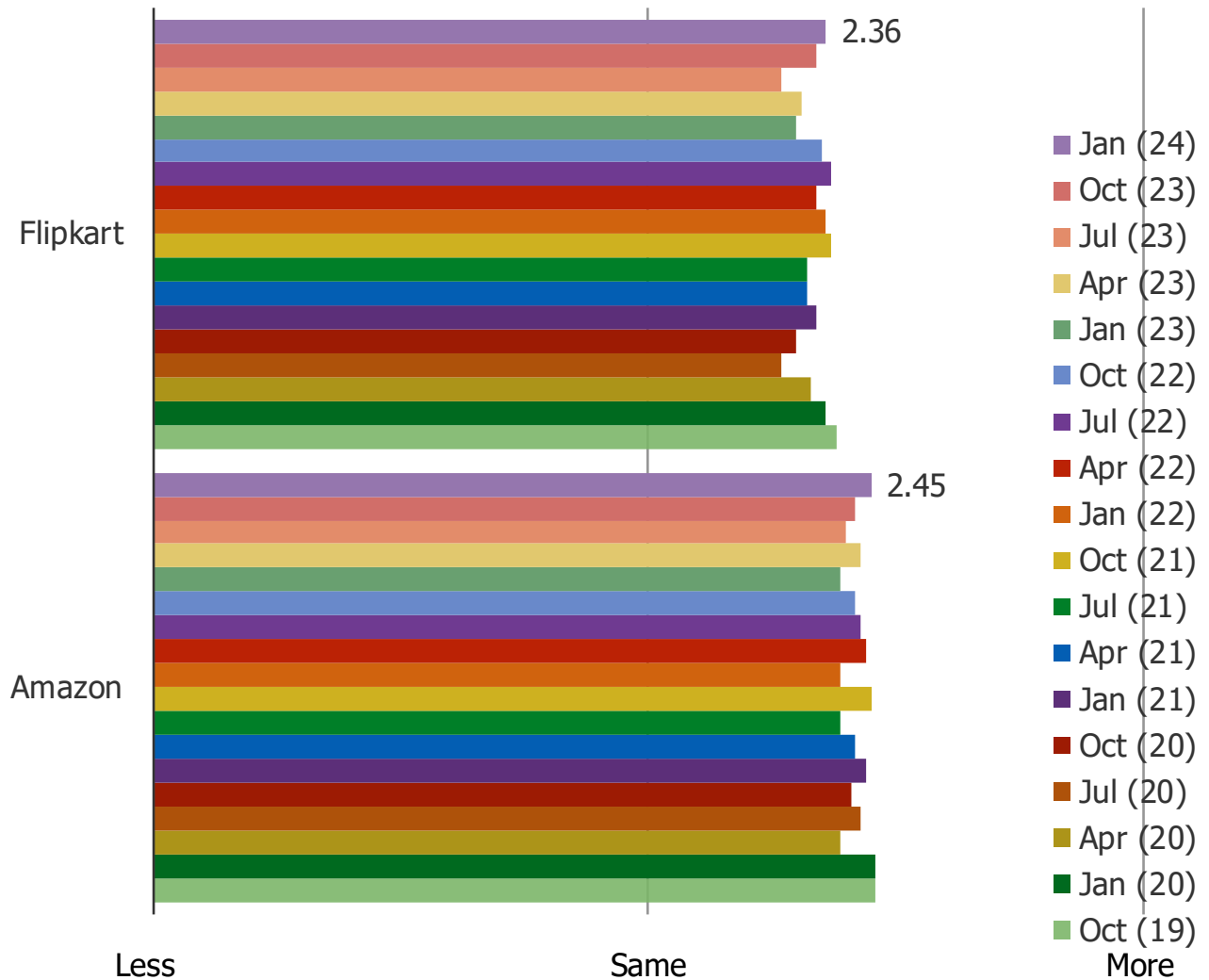
HOW MANY ITEMS DO YOU TYPICALLY BUY PER MONTH?

This question was posed to respondents who said they shop each retailer regularly or occasionally.



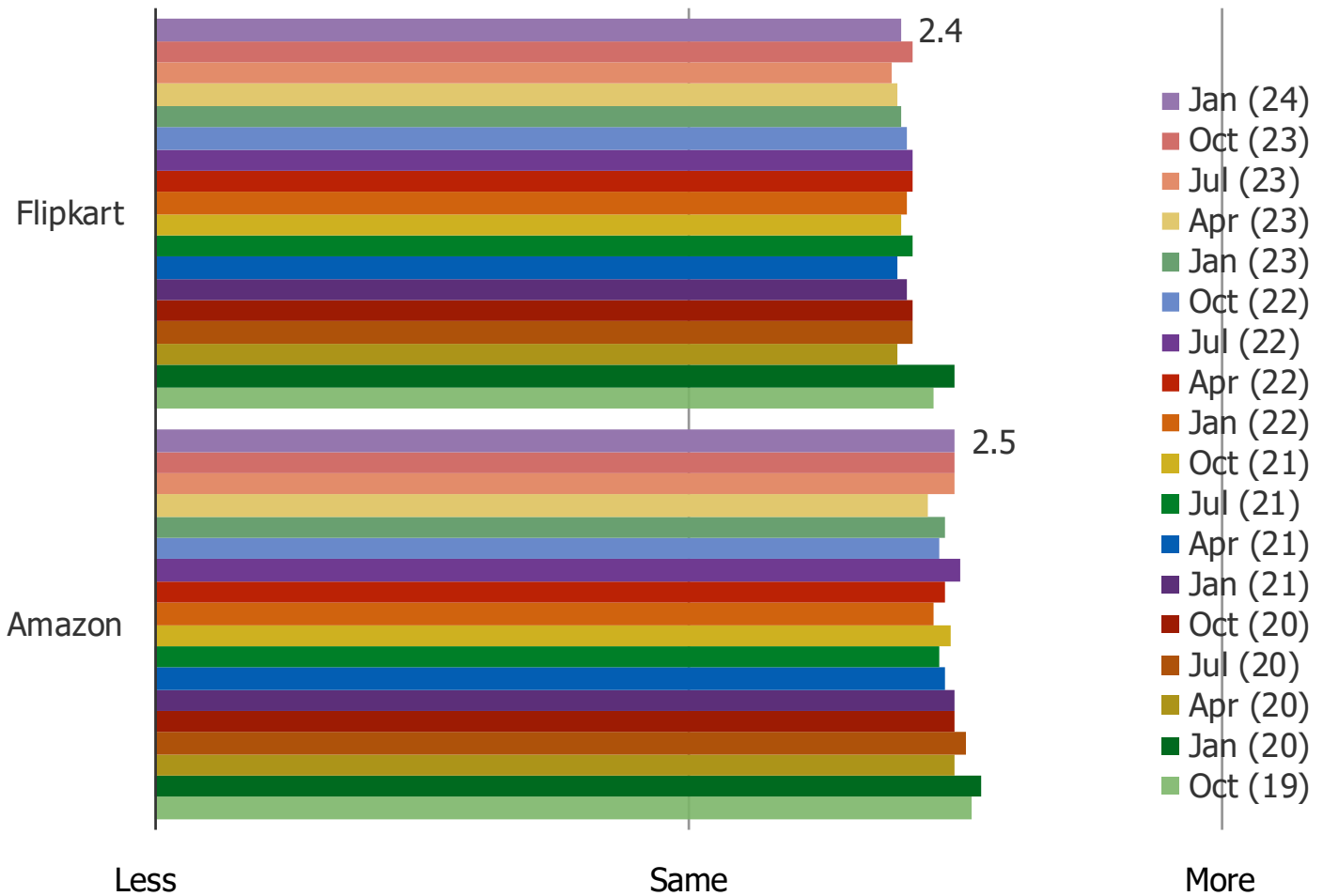
HAVE YOU CHANGED HOW MUCH YOU SHOP HERE COMPARED TO A YEAR AGO?

This question was posed to respondents who have shopped each of the below.



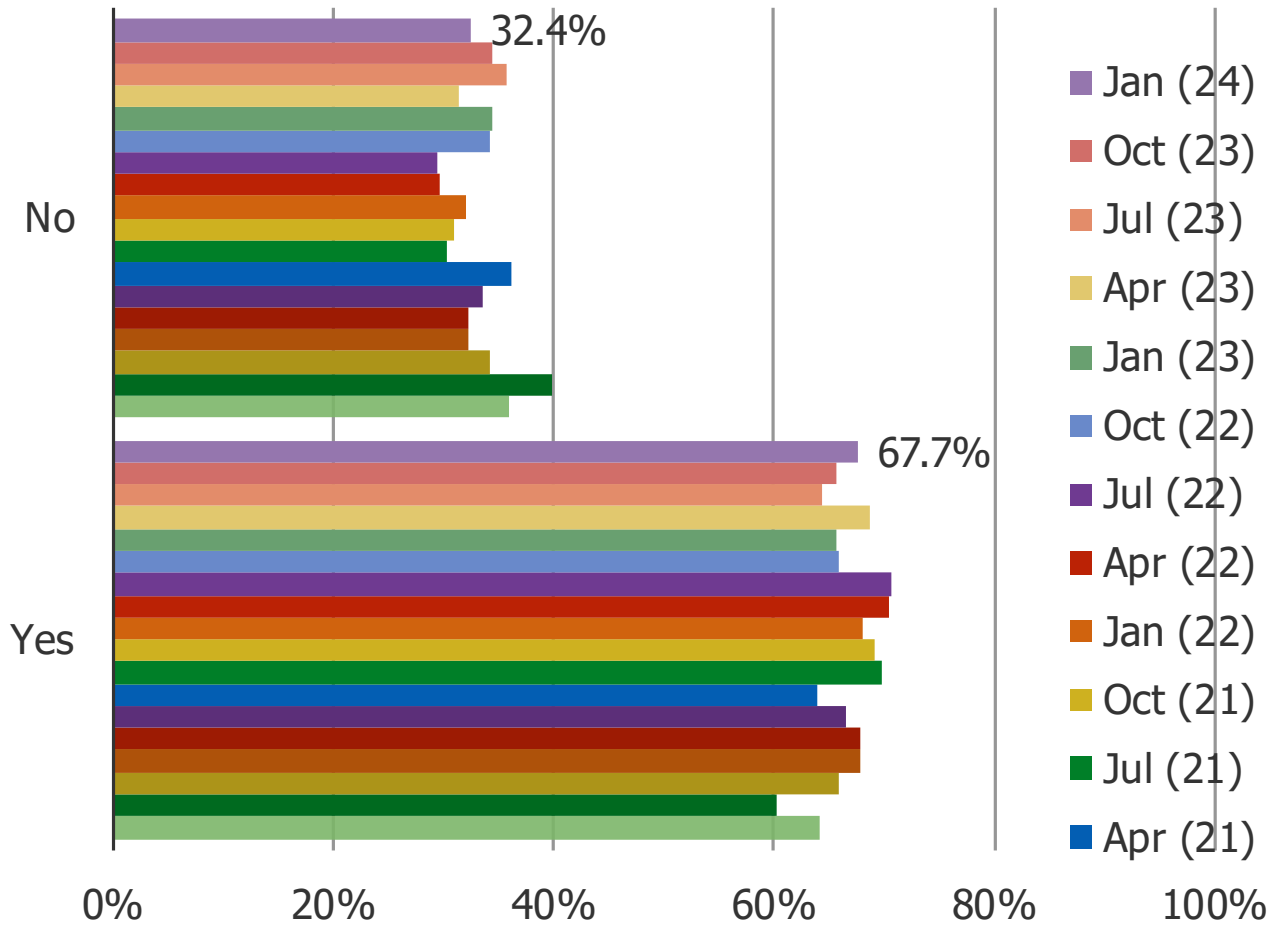
DO YOU EXPECT TO BUY FROM HERE MORE OR LESS GOING FORWARD?

This question was posed to respondents who have shopped each of the below.



ARE YOU AN AMAZON PRIME MEMBER?

This question was posed to all respondents.



ARE YOU A FLIPKART PLUS MEMBER?

This question was posed to all respondents.

