

Aroscop Unveils Exclusive Report on India's Quick Commerce Trends

Aroscop's Quick Commerce Report 2025 reveals trends in delivery speed, product range, and consumer preferences in India's Tier 1 & 2 cities.

BENGALURU, KARNATAKA, INDIA, January 17, 2025 /EINPresswire.com/ -- [Aroscop](#), a leader in programmatic advertising and consumer insights, has released "Fast, Convenient, and Evolving: Unpacking Consumer Trends in [Quick Commerce](#)", offering a detailed analysis of how quick commerce platforms are transforming shopping experiences in India's Tier 1 and Tier 2 cities. Using the company's innovative Ask1 tool, the report captures key trends, challenges, and opportunities that brands and consumers face in this fast-evolving sector.

Highlights from the Report

- **Impact of Product Reviews:** 42% of respondents reported that product reviews and ratings had no influence on their purchasing decisions. This underscores the need for brands to explore alternative trust-building measures, such as personalized customer experiences.
- **Refund Challenges:** Nearly 30% of participants frequently experienced issues with refunds. However, 50% of female respondents reported no such issues, indicating a disparity in user experiences across demographics.
- **Delivery Speed & Product Range:** 22% of respondents expressed dissatisfaction with delivery



Quick Commerce Report



speed, while 34% highlighted limited product variety as a major concern, particularly in categories outside groceries.

- Consumer Preferences: While 42% of respondents ranked fast delivery as the most important feature, 28% of female respondents prioritized discounts and offers. Male respondents showed a preference for simplified return and replacement processes.

How This Report Supports Brands

The report provides actionable insights for brands to:

- Diversify product offerings to meet broader consumer needs.
- Enhance refund and return processes to improve customer trust.
- Craft tailored marketing campaigns emphasizing speed, convenience, and value-driven promotions.

How Consumers Benefit

For consumers, the report serves as a guide to choosing quick commerce platforms that align with their expectations. Highlighting pain points like refund issues and delivery delays empowers them to make informed decisions and enjoy a smoother shopping experience.

Driving Key Takeaways for the Industry

The Quick Commerce Report showcases the growing preference for quick commerce platforms over traditional e-commerce, particularly for groceries and daily essentials. However, it also highlights areas where brands can innovate to address consumer dissatisfaction and differentiate themselves in a competitive market.

To gain deeper insights into India's quick commerce landscape, [Download](#) the full Report.

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