

Global Quick Commerce Market: Channel Fragmentation



This report looks at the following areas:

- Quick Commerce & Channel Fragmentation provides a strategic analysis of how ultra-fast delivery models, hyperlocal logistics, and retail media fragmentation are reshaping the global FMCG landscape. It evaluates evolving market dynamics, demand shifts, value chain transformation, and commercialization strategies within an increasingly complex omnichannel ecosystem.
- The report highlights key transformation areas including 10–30 minute delivery expectations, dark store–led fulfilment models, SKU rationalization, and the rapid expansion of retail media networks (RMNs). It further examines how fragmentation across channels—offline, e-commerce, and quick commerce—is driving the need for advanced analytics, cross-platform execution, and integrated demand planning, supported by rising consumer demand for convenience and immediacy.
- Overall, the report serves as a strategic roadmap for FMCG brands, retailers, quick commerce platforms, and supply chain stakeholders to navigate channel complexity, optimize hyperlocal operations, and unlock growth through data-driven decision-making, retail media monetization, and omnichannel integration, ensuring sustained competitive advantage in a high-frequency, impulse-driven consumption ecosystem.

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“Growth momentum is strongest in Asia-Pacific, particularly India, where rapid urbanization, high-frequency consumption, and dense dark store networks are accelerating quick commerce adoption, while North America and Europe lead in retail media sophistication, platform integration, and data-driven execution, shaping the global evolution of omnichannel FMCG strategies.”



About Kaleido Koncepts

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