



CITY REPORT · 2026 EDITION

Bareilly, mapped.

11 dark stores in the Zari City — how Bareilly's near-parity between Blinkit and Zepto hints at Zepto's aggressive western UP push.

SAMPLE

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01

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01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Bareilly, Uttar Pradesh, hosts **11 operational dark stores** across **9 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

89% of Bareilly's areas are served by only one platform — limited consumer choice in most neighborhoods

11

DARK STORES

9

NEIGHBORHOODS

3

PLATFORMS PRESENT

1.2M

CITY POPULATION (EST.)

KEY FINDINGS

- 01** Bareilly has 11 operational dark stores across 9 neighborhoods as of March 2026.
- 02** Blinkit leads with 5 stores (45.5% market share).
- 03** Store density: 9 per million residents — near the national benchmark of 15/million for mature markets.
- 04** 1 areas have multiple platform choices; 8 are served by a single operator.
- 05** Estimated workforce: 88–165 people across pickers, delivery partners, and managers.
- 06** 89% of Bareilly's areas are served by only one platform — limited consumer choice in most neighborhoods
- 07** Each dark store in Bareilly serves approximately 109,000 residents — less served than the national average

SAMPLE PREVIEW ENDS HERE

Continue with the full Bareilly report.

This preview shows 3 of 26 pages. The full report includes:

- Full city map with all 11 stores plotted by platform
- Area-by-area breakdown across all 9 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 4 distinctive insights unique to Bareilly
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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