



STATE REPORT · 2026 EDITION

Gujarat, mapped.

196 dark stores mapped across Gujarat - a five-city state where no metro dominates alone, Blinkit holds a decisive 57% statewide lead, and tier-2 Saurashtra and central Gujarat remain underdeveloped.

SAMPLE

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01

Executive summary

The headline numbers and what they mean.

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Gujarat hosts **196 operational dark stores** across **24 cities** and **17 districts**, based on our verified March 2026 snapshot. This chapter surfaces the seven or eight findings that, in our judgement, matter most to journalists, investors, and operators thinking about this state.

Gujarat is the most geographically balanced quick-commerce state in the top 10 by tier-one metro distribution. Ahmedabad (41%), Surat (18%), Vadodara (14%), Rajkot (7%), and Gandhinagar (4%) collectively hold 81% of state stores, with no single city exceeding 41% - more evenly spread than any other state with a clear urban hierarchy. Blinkit's 57% state-wide market share reflects its systematic city-by-city rollout across this distributed geography; Zepto has concentrated only on Ahmedabad and Surat.

196

DARK STORES

24

CITIES COVERED

116

HYPERLOCAL AREAS

17

DISTRICTS WITH STORES

KEY FINDINGS

- 01** Gujarat hosts 196 dark stores across 24 cities, making it the 9th largest in India's state-level quick-commerce network.

- 02** Blinkit leads the state with 57.1% market share (112 stores), followed by 22.4% Zepto and 20.4% Swiggy Instamart.

- 03** Ahmedabad alone accounts for 41.3% of the state's dark store base (81 stores), leaving 23 other cities competing for the remaining 115.

- 04** The gap between Ahmedabad and Surat (35 stores) is 2x — one of the sharpest primate-city ratios in Indian quick commerce.

- 05** 1 cities in Gujarat with population above 500,000 have one or zero mapped dark stores (Jamnagar) — a large under-addressed addressable market.

- 06** Blinkit operates exclusively in 14 cities where no competing platform has yet entered.

- 07** 3 Gujarat cities have all three major platforms operating head-to-head, 4 have two-way competition.

- 08** 4,116-6,272 people are employed across the state's dark-store and delivery workforce, imp-

lying 6,527-13,054 new hires every year to offset industry-norm attrition.

SAMPLE

SAMPLE PREVIEW ENDS HERE

Continue with the full Gujarat report.

This preview shows 3 of 28 pages. The full report includes:

- Full state density map with all 196 stores plotted
- Top 20 cities ranked with population, area coverage, and density
- Platform competition analysis for every major city
- Underserved markets: 8-city expansion priority list with rationale
- Workforce analysis: pickers, delivery partners, annual hiring volume
- District-level breakdown across all 17 districts
- Full methodology, data limitations, and appendix

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