



CITY REPORT · 2026 EDITION

Mapusa, mapped.

3 dark stores in Mapusa — India's smallest Tier D city by permanent population, whose tourist-adjacent positioning three kilometres from Anjuna sustains quick commerce against its size.

SAMPLE

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01

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01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Mapusa, Goa, hosts **3 operational dark stores** across **2 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

Zepto has zero presence in Mapusa, despite operating in 47% of peer cities

3

DARK STORES

2

NEIGHBORHOODS

2

PLATFORMS PRESENT

0.1M

CITY POPULATION (EST.)

KEY FINDINGS

-
- 01** Mapusa has 3 operational dark stores across 2 neighborhoods as of March 2026.

 - 02** Blinkit leads with 2 stores (66.7% market share).

 - 03** Store density: 40 per million residents — above the national benchmark of 15/million for mature markets.

 - 04** 1 areas have multiple platform choices; 1 are served by a single operator.

 - 05** Estimated workforce: 24–45 people across pickers, delivery partners, and managers.

 - 06** Zepto has zero presence in Mapusa, despite operating in 47% of peer cities

SAMPLE PREVIEW ENDS HERE

Continue with the full Mapusa report.

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

- Full city map with all 3 stores plotted by platform
- Area-by-area breakdown across all 2 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 1 distinctive insights unique to Mapusa
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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