



CITY REPORT · 2026 EDITION

# Muzaffarpur, mapped.

*6 dark stores in India's litchi capital — how Blinkit reached 83% dominance in Bihar's second-largest QC market, and what Zepto's absence tells us about the state's Blinkit-monopoly pattern.*

SAMPLE

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BY

QuickCommerceMap

EDITION

01

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# 01

## Executive summary

*The headline numbers and what they mean for this city.*

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SAMPLE

**M**uzaffarpur, Bihar, hosts **6 operational dark stores** across **5 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

*80% of Muzaffarpur's areas are served by only one platform — limited consumer choice in most neighborhoods*

**6**

DARK STORES

**5**

NEIGHBORHOODS

**2**

PLATFORMS PRESENT

**0.6M**

CITY POPULATION (EST.)

## KEY FINDINGS

- 01** Muzaffarpur has 6 operational dark stores across 5 neighborhoods as of March 2026.
- 02** Blinkit leads with 5 stores (83.3% market share).
- 03** Store density: 10 per million residents — near the national benchmark of 15/million for mature markets.
- 04** 1 areas have multiple platform choices; 4 are served by a single operator.
- 05** Estimated workforce: 48–90 people across pickers, delivery partners, and managers.
- 06** 80% of Muzaffarpur's areas are served by only one platform — limited consumer choice in most neighborhoods
- 07** Zepto has zero presence in Muzaffarpur, despite operating in 48% of peer cities

SAMPLE PREVIEW ENDS HERE

# Continue with the full Muzaffarpur report.

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

- Full city map with all 6 stores plotted by platform
- Area-by-area breakdown across all 5 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 Muzaffarpur
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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