



CITY REPORT · 2026 EDITION

Prayagraj, mapped.

20 dark stores in the Sangam city — how Kumbh Mela's 600-million-visitor surge distorts steady-state demand modeling for quick commerce.

SAMPLE

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01

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01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Prayagraj, Uttar Pradesh, hosts **20 operational dark stores** across **13 neighborhoods**, based on our verified March 2026 snapshot. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

62% of Prayagraj's areas are served by only one platform — limited consumer choice in most neighborhoods

20

DARK STORES

13

NEIGHBORHOODS

3

PLATFORMS PRESENT

1.4M

CITY POPULATION (EST.)

KEY FINDINGS

-
- 01** Prayagraj has 20 operational dark stores across 13 neighborhoods as of March 2026.

 - 02** Blinkit leads with 11 stores (55% market share).

 - 03** Store density: 14 per million residents — near the national benchmark of 15/million for mature markets.

 - 04** 5 areas have multiple platform choices; 8 are served by a single operator.

 - 05** Estimated workforce: 160–300 people across pickers, delivery partners, and managers.

 - 06** 62% of Prayagraj's areas are served by only one platform — limited consumer choice in most neighborhoods

 - 07** Swiggy Instamart's market share in Prayagraj (15%) is significantly lower than in peer cities (avg 31%)

SAMPLE PREVIEW ENDS HERE

Continue with the full Prayagraj report.

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

- Full city map with all 20 stores plotted by platform
- Area-by-area breakdown across all 13 neighborhoods
- Platform competition analysis with market-share charts
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 3 distinctive insights unique to Prayagraj
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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