



CITY REPORT · 2026 EDITION

Salem, mapped.

3 dark stores in Tamil Nadu's Steel City — why Salem's 1.1 million population supports only 3 stores and what the SAIL township and Kongunadu trader base reveal about the ceiling.

SAMPLE

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01

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01

Executive summary

The headline numbers and what they mean for this city.

SAMPLE

Salem, Tamil Nadu, 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.

Swiggy Instamart's market share in Salem (67%) is significantly higher than in peer cities (avg 31%)

3

DARK STORES

2

NEIGHBORHOODS

2

PLATFORMS PRESENT

1.1M

CITY POPULATION (EST.)

KEY FINDINGS

- 01** Salem has 3 operational dark stores across 2 neighborhoods as of March 2026.
- 02** Swiggy Instamart leads with 2 stores (66.7% market share).
- 03** Store density: 3 per million residents — below 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** Swiggy Instamart's market share in Salem (67%) is significantly higher than in peer cities (avg 31%)
- 07** Zepto has zero presence in Salem, despite operating in 47% of peer cities

SAMPLE PREVIEW ENDS HERE

Continue with the full Salem 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
- 5 distinctive insights unique to Salem
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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