



STATE REPORT · 2026 EDITION

# West Bengal, mapped.

*205 dark stores mapped across West Bengal - a Kolkata-anchored market with the highest Blinkit dominance in the top 10, limited Zepto presence outside the metro, and a tier-2 long tail that is almost entirely Blinkit's to lose.*

SAMPLE

---

PUBLISHED

April 2026

BY

QuickCommerceMap

EDITION

2026.1

REPORT ID

QCM-WEST-BENGAL-2026-01

# 01

## Executive summary

*The headline numbers and what they mean.*

---

SAMPLE

**W**est Bengal hosts **205 operational dark stores** across **34 cities** and **11 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.

*West Bengal is Blinkit's most dominant state in the top 10. At 56.1% market share (115 of 205 stores), Blinkit's lead over Zepto (21%) and Swiggy Instamart (23%) is wider than in any other major state. The structural explanation: Zepto has not committed to West Bengal outside central Kolkata, and Swiggy's food-delivery network in the state, while large, has not translated into proportionate quick-commerce attachment. West Bengal is an uneven market where Blinkit has chosen to compete and the others have chosen to concentrate capital elsewhere.*

---

# 205

DARK STORES

---

# 34

CITIES COVERED

---

# 120

HYPERLOCAL AREAS

---

# 11

DISTRICTS WITH STORES

---

## KEY FINDINGS

- 01 West Bengal hosts 205 dark stores across 34 cities, making it the 8th largest in India's state-level quick-commerce network.

---

- 02 Blinkit leads the state with 56.1% market share (115 stores), followed by 20.5% Zepto and 23.4% Swiggy Instamart.

---

- 03 Kolkata alone accounts for 60.5% of the state's dark store base (124 stores), leaving 33 other cities competing for the remaining 81.

---

- 04 The gap between Kolkata and Siliguri (15 stores) is 8x — one of the sharpest primate-city ratios in Indian quick commerce.

---

- 05 3 cities in West Bengal with population above 500,000 have one or zero mapped dark stores (Rajpur Sonarpur, Bhatpara, Panihati) — a large under-addressed addressable market.

---

- 06 Blinkit operates exclusively in 18 cities where no competing platform has yet entered.

---

- 07 1 West Bengal city has all three major platforms operating head-to-head, 6 have two-way competition.

---

- 
- 08 4,305-6,560 people are employed across the state's dark-store and delivery workforce, implying 6,827-13,653 new hires every year to offset industry-norm attrition.
- 

SAMPLE

SAMPLE PREVIEW ENDS HERE

# Continue with the full West Bengal report.

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

- Full state density map with all 205 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 11 districts
- Full methodology, data limitations, and appendix

**₹4,500**

One-time purchase · Includes the next two quarterly updates at no additional charge · Research licence for single-team use.

---

Purchase at [quickcommercemap.com/reports/paid/karnataka-quick-commerce-2026](https://quickcommercemap.com/reports/paid/karnataka-quick-commerce-2026) · Or email [hello@quickcommercejobs.com](mailto:hello@quickcommercejobs.com)