

# Street Stalls/Kiosks in India

April 2024

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## Street Stalls/Kiosks in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Street stalls/kiosks expand their reach through delivery aggregators

Independent street stalls/kiosks dominates, as consumers prioritise price and taste over brand

Rapid adoption of digital payments benefits both consumers and vendors in street stalls/kiosks

#### PROSPECTS AND OPPORTUNITIES

Menu prices at street stalls/kiosks will remain dependent on location and strength of local competition

Food blogging to offer opportunities, while health consciousness and growing competition might create challenges

Low prices, coupled with a wide product range, will maintain the dominance of street stalls/kiosks

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