CITY REPORT

# Mapusa, mapped.

*4 dark stores in Mapusa - a perfect Blinkit-Swiggy Instamart split whose 53-stores-per-million density is the signature of a North Goa tourism catchment far larger than the town's 75,000 residents.*

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BY

QuickCommerceMap

REPORT ID

QCM-CITY-MAPUSA

CHAPTER 01 · SAMPLE

# 01

# Executive summary

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

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Mapusa, Goa, hosts **4 operational dark stores** across **3 neighborhoods**, based on our store-level dataset. This chapter surfaces the findings that matter most for this city's quick commerce landscape.

> *Swiggy Instamart's market share in Mapusa (50%) is significantly higher than in peer cities (avg 23%)*

| 4 | 3 | 2 | 0.1M |
|---|---|---|---|
| DARK STORES | NEIGHBORHOODS | PLATFORMS PRESENT | CITY POPULATION (EST.) |

## KEY FINDINGS

01 Mapusa has 4 operational dark stores across 3 neighborhoods.

02 Swiggy Instamart leads with 2 stores (50% market share).

03 Store density: 53 per million residents - above the national benchmark of 15/million for mature markets.

04 1 areas have multiple platform choices; 2 are served by a single operator.

05 Estimated workforce: 32–60 people across pickers, delivery partners, and managers.

06 Swiggy Instamart's market share in Mapusa (50%) is significantly higher than in peer cities (avg 23%)

07 Zepto has zero presence in Mapusa, despite operating in 56% of peer cities

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SAMPLE PREVIEW ENDS HERE

# Continue with the full Mapusa report.

This preview shows 3 of 32 pages. The full report includes:

- City map with all 4 stores, each drawn inside the 1 km square it is in
- Area-by-area breakdown across all 3 neighborhoods
- Platform competition analysis with market-share charts
- Per-platform deep-dives: strongholds, sole-operator areas, coverage gaps
- Underserved areas: neighborhoods with expansion potential
- Workforce analysis: roles, salaries, hiring volume
- 5 distinctive insights unique to Mapusa
- Peer city comparison with 5 similar cities
- Full methodology, data sources, and appendix

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## From ₹199

The Mapusa city pass · One-time payment, no subscription · Priced by the city's size (₹199, ₹499 or ₹999). The pass opens this report in the research portal with its PDF edition, the city map accurate to about 200 m with street addresses, and the next two monthly updates.

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**Get it at quickcommercemap.com/research/cities/mapusa · Or email hello@quickcommercemap.com**

About this data. Figures are compiled from publicly observable store-locator information and reflect our best understanding at the time of publication. Quick commerce moves quickly and store locations are approximate, so details may differ from current conditions on the ground. Provided for research and informational use, as-is and without warranty; please verify independently before acting on any specific figure. QuickCommerceMap and QCM Research accept no liability for decisions made in reliance on it.