

LS Digital's New Report Highlights 120% Quick Commerce Growth and India's Leap Into the Millisecond Economy

India, 27th November 2025 - LS Digital, India's leading Digital Business Transformation company, has released its latest report on **India's Festive Retail Revolution**, revealing how quick commerce adoption, real-time responsiveness, and omnichannel journeys are reshaping the country's most powerful seasonal commerce period.

The report uses LS Digital's Quilt-based methodology, combining curated search and social data with machine-assisted discourse analysis to identify emerging festive retail patterns.

The report highlights how festive sentiment continues to drive large-scale spending across categories. Cultural synchronisation remains a dominant force with high-value purchases planned around auspicious dates, including **Rs. 8,500 - 10,000 crore worth of automotive deliveries on Dhanteras** alone. India's festive season has evolved into an advanced retail ecosystem shaped by digital acceleration, changing consumer expectations, and speed-led competition.

One of the key shifts outlined in the study is the rise of the **Millisecond Economy**, where consumer patience has contracted sharply. Delivery speed has improved **15% year-on-year**, fuelled by real-time data intelligence, instant checkout processes, and automated last-mile routing to manage peak-period demand.

Quick commerce has emerged as the most influential festive channel. **78% of search discourse** surrounding festive essentials revolves around speed and convenience, and platforms have witnessed **120% year-on-year growth** during peak periods. Emergency festive needs like last-minute gifting, forgotten puja items, décor and sweets have made instant delivery a core customer expectation.

The report also identifies Bharat as a major growth engine, with **55% of festive online orders originating from Tier 2+ cities**. Additionally, India's rising Gen Z population projected to contribute **\$250B in spending power** by 2025 - is influencing festive behaviour through mobile-first discovery, digital payments, and preference for rapid fulfilment. Meanwhile, **25% of urban consumers** now follow blended online-offline journeys, reinforcing omnichannel orchestration as a baseline requirement.

Speaking about the findings, Prasad Shejale, Founder & CEO, LS Digital, said, "This report underscores that India's festive retail is now an engine of Digital Business Transformation. Brands can no longer operate in channel silos. The winners will adopt a holistic view, using

unified data intelligence to deliver cultural authenticity and seamless experiences across every consumer touchpoint, especially as they expand into Bharat.”

The report further highlights the ongoing **KPI Revolution**, with growing interest in terms like “omnichannel retailing,” “KPI formula,” and “sales key performance indicators.” Retailers are shifting towards modern measurement frameworks such as cross-channel attribution, real-time fulfilment dashboards, and customer lifetime value. India’s Kirana ecosystem is also evolving with **200,000 Kiranas impacted or closed**, while many others digitise inventory, adopt UPI payments, and partner with hyperlocal delivery networks.

These insights underline how festive retail is now defined by speed, cultural timing, and digital-first journeys.

About LS Digital:

LS Digital is a leading independent Digital Business Transformation (DBT) company, integrating the expertise of specialist, innovative entities: LS Digital, Langoor, f1studioz, DataQuark and Social Panga. Our comprehensive suite of services encompasses business consulting, activation, and transformation through a robust DBT solution framework; Media, Creative & Communication, Data & Insights, Technology & Innovation, UI/UX and CX/EX. Leveraging digital as a catalyst, they enable brands to holistically develop businesses across various platforms, ensuring exceptional brand experiences in a digital-first world.

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