

Ultimate Quick Commerce Comparison Checklist 2026

Compare Zepto vs Blinkit vs Swiggy Instamart on 20 criteria before your next order

ZEPTO

BLINKIT

INSTAMART

01 SECTION 1: Before You Order — Check These First

- Open all 3 apps and check delivery time estimate for your address *Do this every time*
- Note which app shows the lowest estimated delivery time at home *= nearest dark store*
- Check if your item is in stock on all 3 apps before choosing
- Compare total basket price (including delivery fee) — not just item price
- Check for active cashback offer on PhonePe / GPay / your bank app

02 SECTION 2: Delivery Speed Tracker

CRITERION	ZEPTO	BLINKIT	INSTAMART
Avg delivery time (our test)	11.4 min	12.7 min	19.2 min
Speed consistency (peak hours)	Variable	Consistent	Slow
Late-night availability	Most metros	24/7 major	Varies
Your personal timed test	___min	___min	___min

03 SECTION 3: Price Comparison Tracker

ITEM	ZEPTO	BLINKIT	INSTAMART
Aashirvaad Atta 5kg	■ ___	■ ___	■ ___
Amul Milk 1L	■ ___	■ ___	■ ___
Cooking Oil 1L	■ ___	■ ___	■ ___
Your item: _____	■ ___	■ ___	■ ___
Your item: _____	■ ___	■ ___	■ ___
Your item: _____	■ ___	■ ___	■ ___
Delivery Fee	■ ___	■ ___	■ ___
GRAND TOTAL	■ ___	■ ___	■ ___

04 SECTION 4: Product Range & Availability Checker

- Grocery staples available on my preferred app All 3 strong
- Fresh produce quality checked (photos on app) Blinkit > Zepto
- My specific brand/variant is in stock Check before ordering
- Medicine / pharmacy need — Blinkit only has this Blinkit exclusive
- Electronics accessories — Blinkit leads 20,000+ SKUs
- Pet / baby products checked for availability Blinkit best here
- Out-of-stock substitute offered is acceptable Decline if not

05 SECTION 5: Delivery Fees & Subscription Decision

My Subscription Calculator

Monthly grocery orders: _____ orders

Avg delivery fee per order: _____ (check app)

- I order groceries 4+ times/month → Activate Zepto Pass (■99/mo)
- I order Swiggy food + groceries → Swiggy One is best value (■299/mo)
- I order 1-3 times/month → No subscription needed, pay per order
- Surge pricing warning checked before ordering (rain / evening peak) 6pm–9pm worst
- Order value is above free-delivery threshold: ■199 (Zepto/Blinkit), ■299 (Instamart)

06 SECTION 6: App Experience & My Ratings

FEATURE	ZEPTO	BLINKIT	INSTAMART
Search accuracy	■■■■■	■■■■	■■■
Checkout speed	■■■■■	■■■■	■■■■
Delivery tracking	■■■■	■■■■■	■■■
Refund process	■■■	■■■■	■■■■
My personal rating	/5	/5	/5

07 SECTION 7: Pick the Right App for Your Situation

- I need fastest possible delivery right now → ZEPETO
- I want the cheapest grocery basket → BLINKIT
- I need medicines urgently → BLINKIT
- I need electronics accessories in under 15 min → BLINKIT
- I'm ordering after midnight → BLINKIT
- I'm in a Tier 2 city → BLINKIT
- I'm a first-time quick commerce user → ZEPETO
- I already pay for Swiggy One → INSTAMART
- I need fresh fruits and vegetables → ZEPETO/BLINKIT
- I want the widest product selection → BLINKIT

08 SECTION 8: Best App by City (Our 30-Day Test)

CITY	#1 PICK	#2 BACKUP	NOTES
Mumbai	Zepto	Blinkit	Overall tied
Delhi NCR	Blinkit	Zepto	Blinkit dominates
Bengaluru	Zepto	Blinkit	Tied — test both
Hyderabad	Blinkit	Zepto	Very close race
Pune	Zepto	Blinkit	Zepto faster
Chennai	Blinkit	Zepto	Blinkit more consistent
Tier 2+ cities	Blinkit	Zepto	Blinkit wider coverage

09 SECTION 9: 20 Money-Saving Tips — Quick Reference

- 1 Order before 10am or after 3pm — avoid 6pm–9pm peak
- 2 Activate Zepto Pass if you order 4+ times/month (₹99)
- 3 Check Blinkit 'Best Deals' section before every order
- 4 Always compare grand totals across all 3 apps first
- 5 Never order in rain without checking surge fees first
- 6 Swiggy One covers food + grocery if you use both
- 7 Add item to cross free-delivery threshold (save ₹20–₹50)
- 8 Check PhonePe / GPay cashback before paying
- 9 Use Blinkit for electronics, medicines, pet supplies

09 SECTION 9 (continued): 20 Money-Saving Tips

- 11 Use referral codes for ₹100–₹200 first-order credits
- 12 Buy pantry staples in bulk — per-unit cost drops
- 13 If dark store shows 'Busy', wait 5–10 min or switch app
- 14 Use 'Schedule for Later' for non-urgent orders
- 15 Photograph item immediately on delivery — claim refund fast
- 16 Report missing items within 30 min for instant refund
- 17 Check Zepto for exclusive D2C brand first-launches
- 18 Pre-save home and office address profiles in all apps
- 19 Switch apps after 2 consecutive slow/failed deliveries
- 20 Reassess your primary app every 90 days — dark stores move

10 SECTION 10: My Personal Scorecard — Fill After Testing

MY VERDICT ON...	ZEPTO	BLINKIT	INSTAMART
Fastest delivery to MY address	[write here]	[write here]	[write here]
Cheapest for MY basket	[write here]	[write here]	[write here]
Best stock for MY items	[write here]	[write here]	[write here]
Best app experience for me	[write here]	[write here]	[write here]
Best value subscription for me	[write here]	[write here]	[write here]
My #1 choice overall	[write here]	[write here]	[write here]

Read the Full Comparison Article
 Deep-dive data, 30-day test results, city breakdowns & more
sevenfeeds.com/zepto-vs-blinkit