

Tamil Nadu Shoppers Drive 100% Growth in Everyday Essentials During Amazon Great Indian Festival



Chennai, 15 Oct 2026: Purchases of everyday essentials across Tamil Nadu grew 100% over a regular day during the Amazon Great Indian Festival 2026, with customers increasingly opting for premium products across grocery, baby care and pet care, Amazon said.

On Amazon.in's Everyday Essentials store , oatmeal purchases grew 3X, while seeds and dry fruits increased 2.5X. In baby care, purchases of baby walkers rose 5X and baby carriers and slings grew 4X. Pet care also recorded strong demand, with dog treats and cat food purchases increasing 10X over a regular day.

Amazon Now is delivering everyday essentials within minutes across 11 cities in Tamil Nadu, including Chennai, Coimbatore, Vellore, Kanchipuram, Chengal pattu, Cuddalore, Tiruvannamalai, Tiru pattur, Ranipet, Melvi sharam and Gudiya tham. In Chennai, purchases of power banks grew 3.5X, electronic accessories 2.8X and building and construction toys 4.4X on Amazon Now.

The company said the Great Indian Festival recorded over 440 million visits during its early phase, its highest ever on Amazon.in. Shopping volume grew 100% year-on-year on Day 1, while new customers increased close to 100%.

“The festive season is an opportunity for customers to discover products that make everyday life better,” said Srikanth Sree Ram, Director, Everyday Essentials, Amazon India, adding that Amazon.in offers a wide selection across price points, while Amazon Now provides delivery within minutes in 11 cities across Tamil Nadu. Tamil Nadu has over 1.2 lakh sellers on Amazon.in, supported by seven fulfilment centres, four sort centres, 135 last-mile delivery stations and over 1,600 delivery hub partners.