

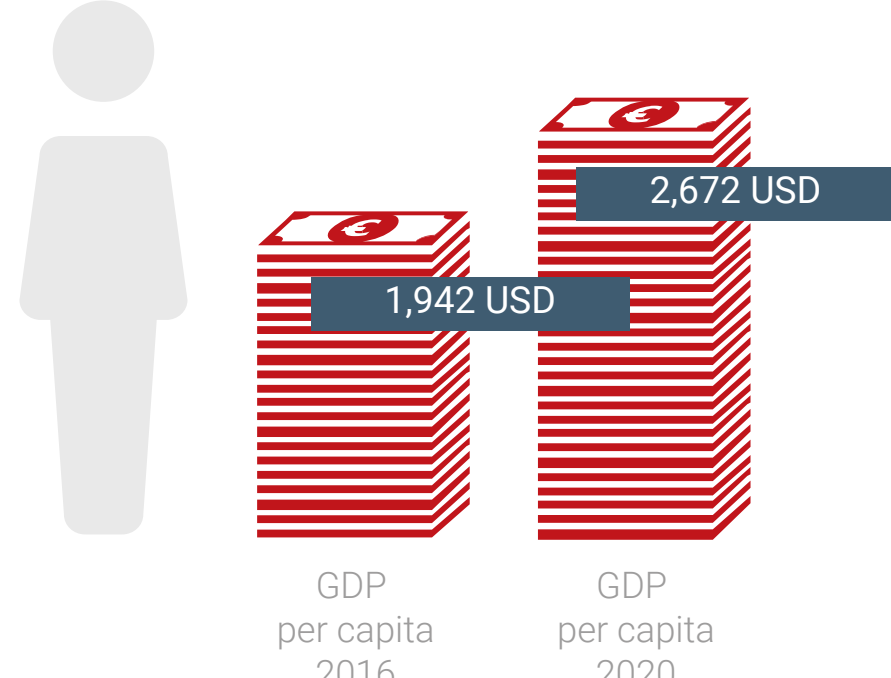
Insights into the growth of Indian eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Total GDP is valued at \$2.074 trillion USD. GDP per capita is currently 1,942 USD and expected to reach 2,672 USD by 2020.

TOTAL GDP IS VALUED AT \$2.074 TRILLION USD

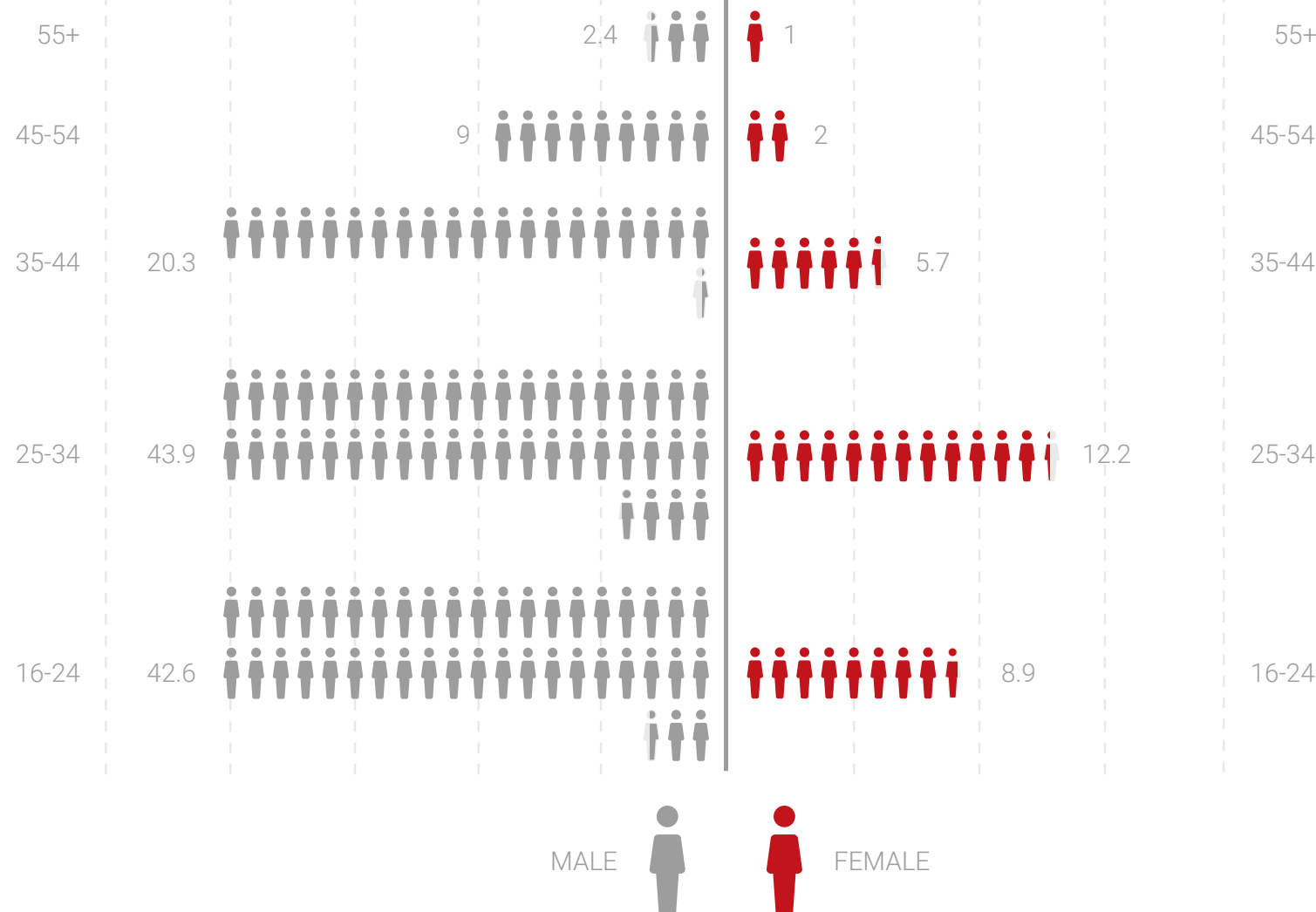
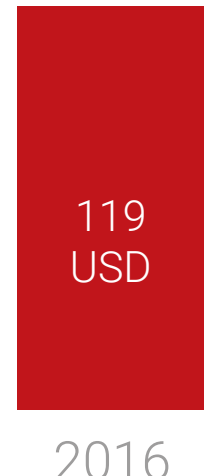


User Insights

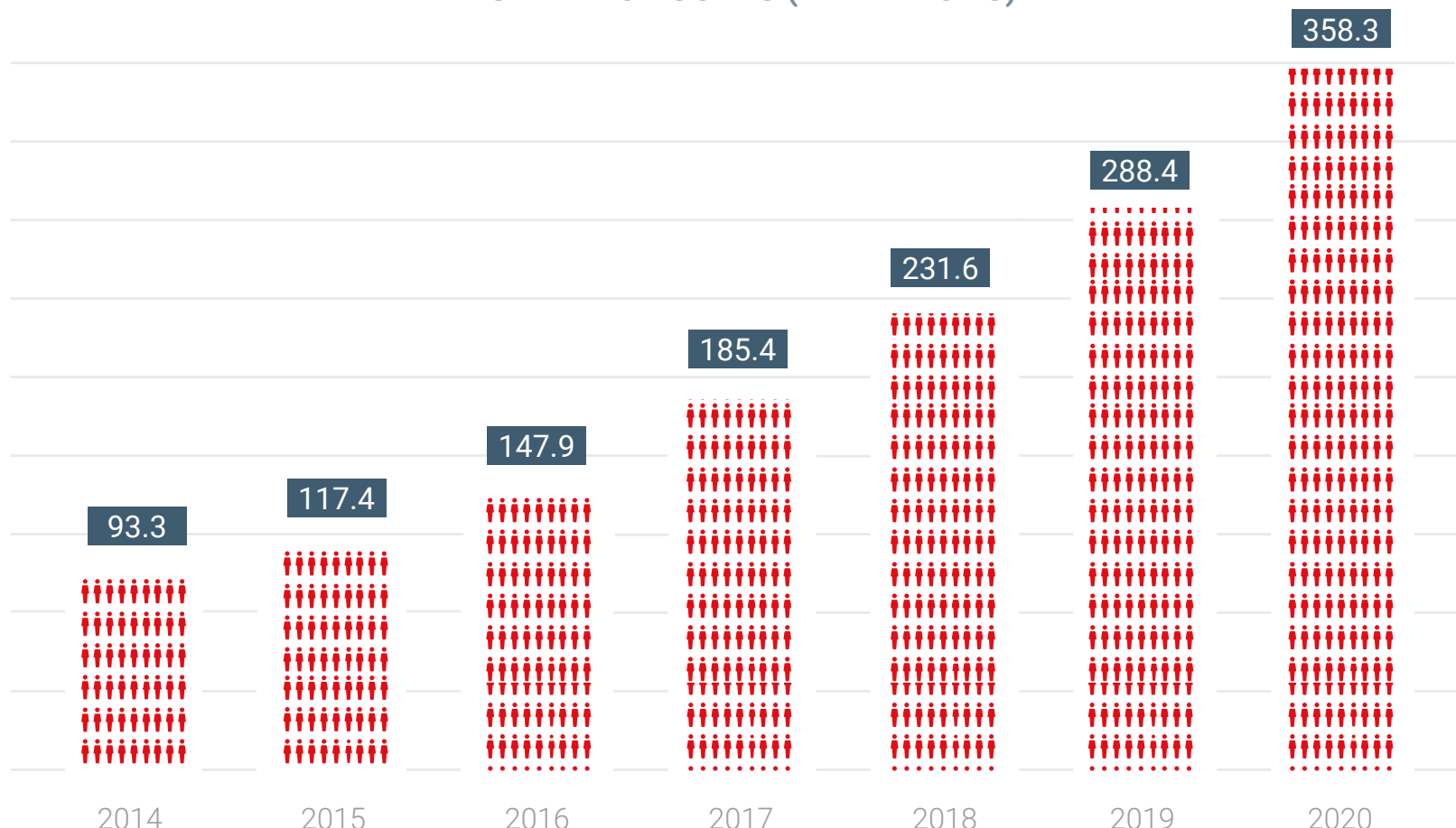
There are currently 147.8 million eCommerce users in India, with rapid growth projected that will see an additional 210.46 million users shopping online by 2020.

USERS BY AGE GROUP AND GENDER IN THE ECOCOMMERCE MARKET (IN MILLIONS) IN 2016

The average user spends 119 USD online.



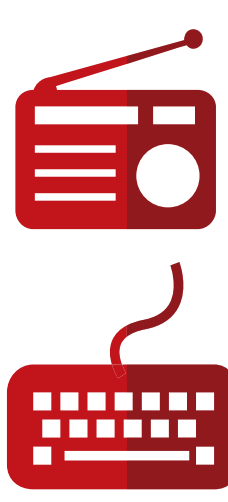
NUMBER OF USERS (IN MILLIONS)



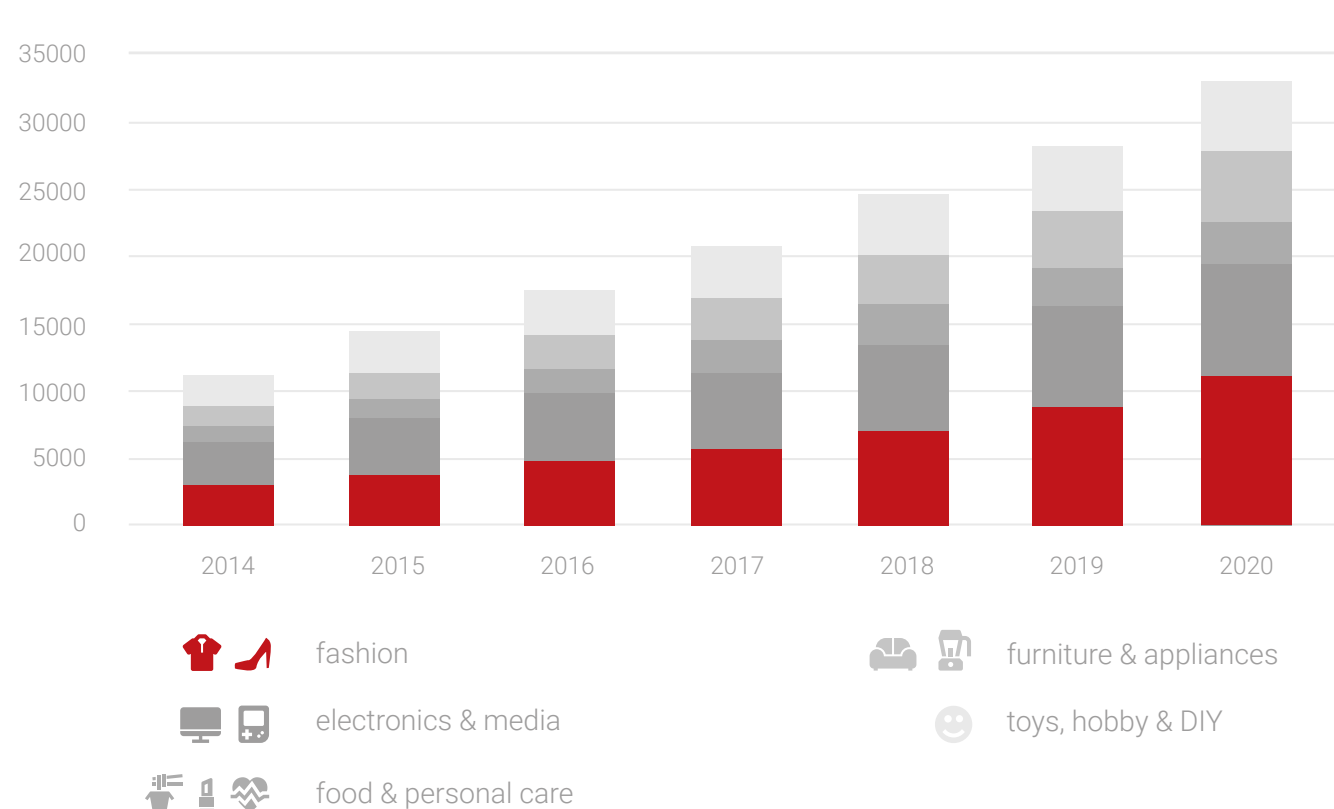
Shopping Categories

Total eCommerce revenue across all product categories is 17.5 billion USD, expected to reach 32.9 billion by 2020.

Electronics is currently the leading product category, accounting for 4.9 billion USD market share.

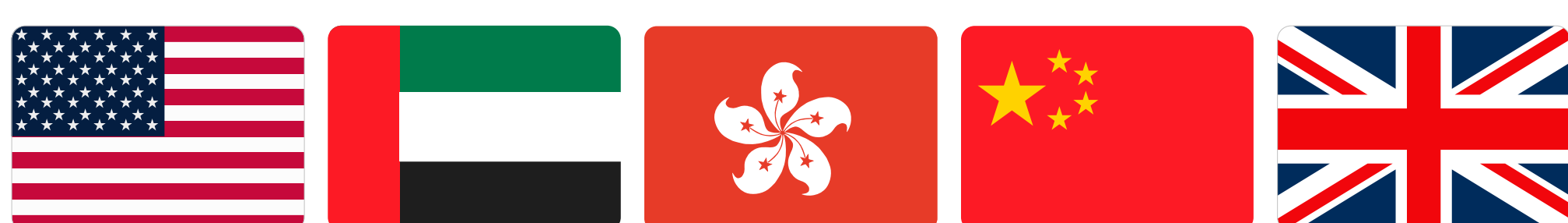


PROJECTED ECOCOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does India buy from?

The US supplies India with 40.4 billion USD in imports. Other key import partners are United Arab Emirates (30.3 billion USD), Hong Kong (12.2 billion USD), China (9.5 billion USD) and United Kingdom (8.9 billion USD).



Preferred Online Payment Methods

34% of online payments are made via credit/debit card. Cash or cheque account for 24% of online shopper's payments, making cash on delivery an important factor for international retailers.



Bank transfers, Paypal, prepaid cards and prepaid vouchers are all popular alternate payment methods.

Logistics & Infrastructure

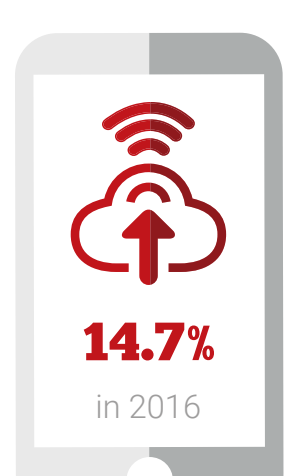
33% of India's population resides in urban areas.



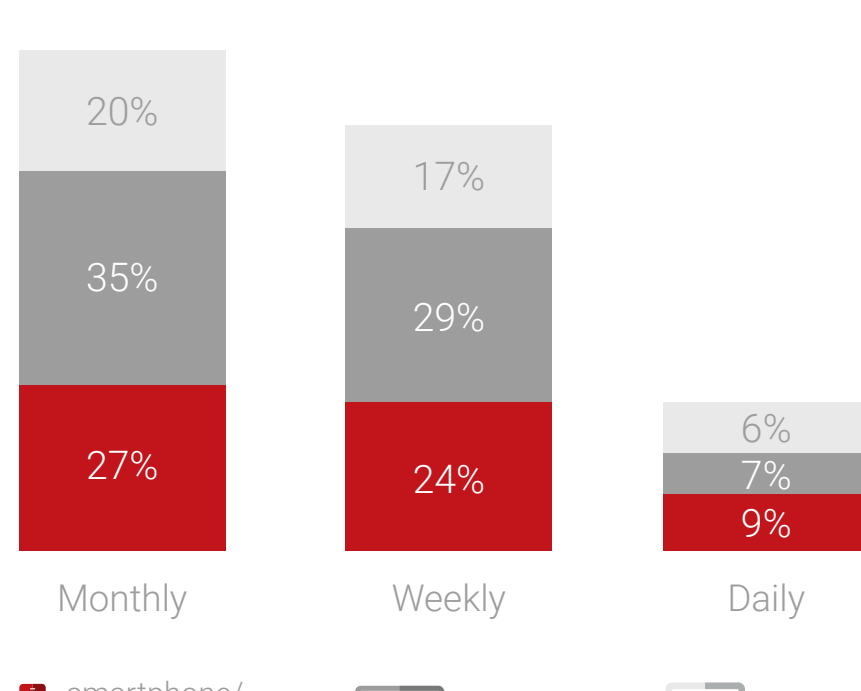
Infrastructure improvement has seen India climb 19 places since 2014, in the World Bank Logistics ranking, to reach 35th place.

Device Usage

Internet penetration in India is currently at 24.1%, and should reach 35.7% by 2020.



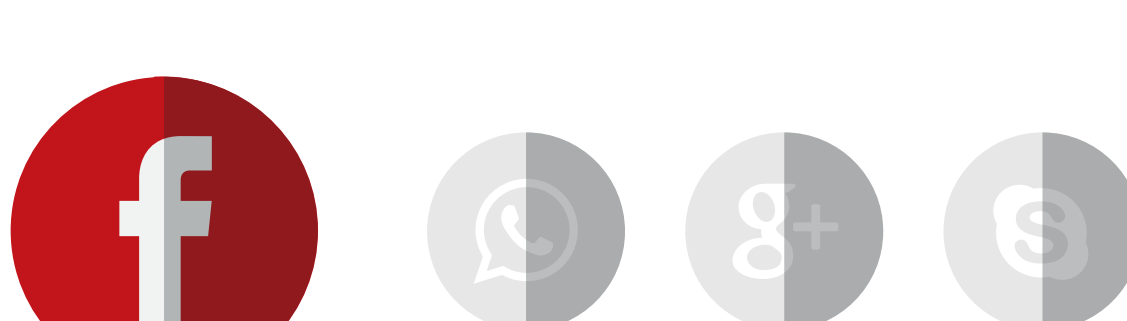
ONLINE SHOPPING CHANNEL USAGE AMONG DIGITAL BUYERS IN INDIA 2015



Marketing

Almost 4 billion USD was spent on newspaper and television advertising (with the spend split 50:50). Digital has shown the steepest growth in recent years, with spend reaching just over 500 million USD in 2015.

India's social media penetration shows room for growth, with only 13% of the population logging on to leading platform Facebook. Whatsapp and GooglePlus are the most commonly used other networks, with Skype also being used daily by 10% of the population.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOCOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.