

Insights into the growth of Indian eCommerce

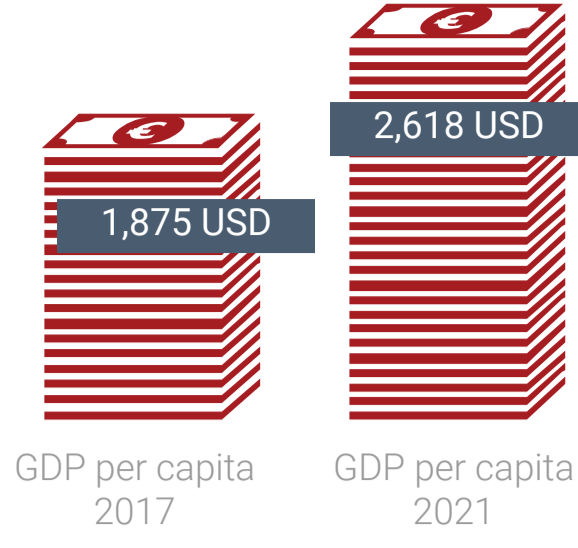
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 1.32 billion people with a total GDP of 2.26 trillion USD.

GDP per capita is currently 1,875 USD and expected to reach 2,618 by 2021.

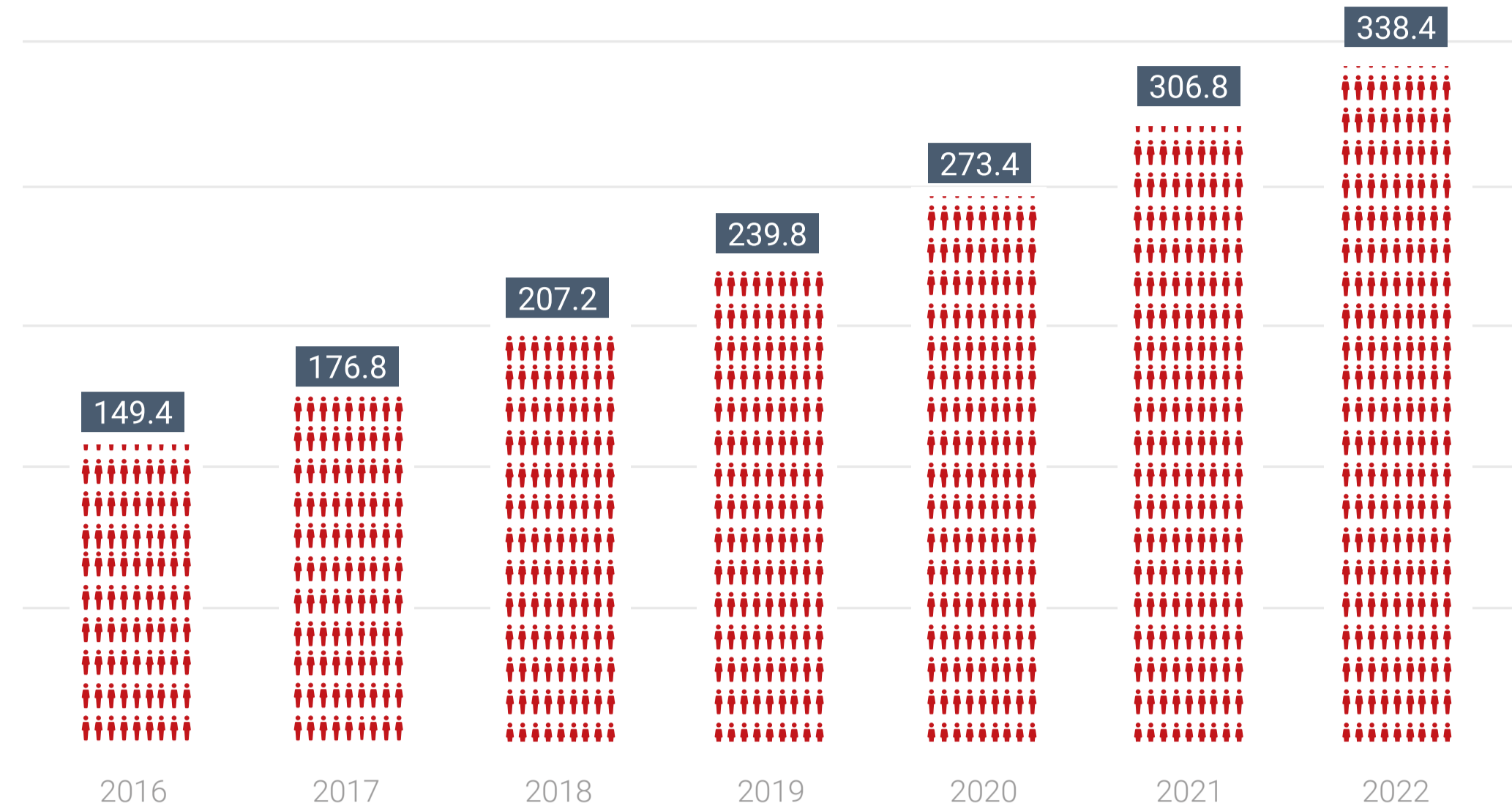


INDIA IS RANKED AS THE 3RD RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

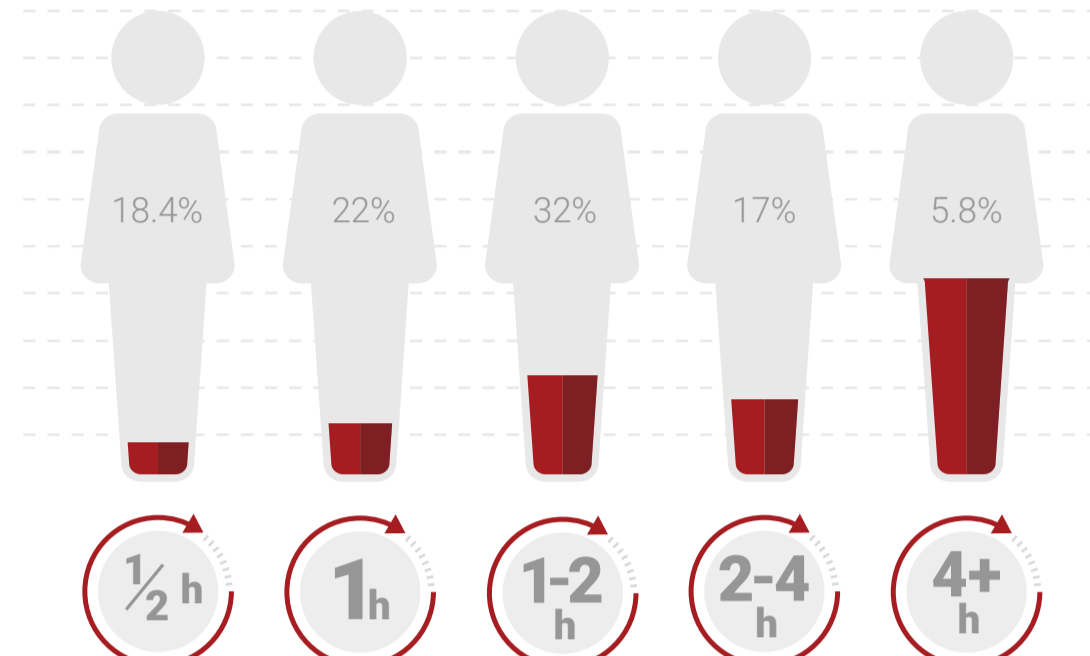
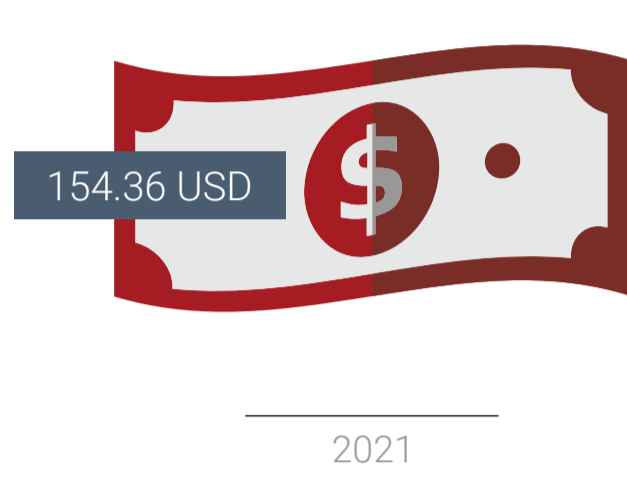
There are currently 176.84 million eCommerce users in India, with an additional 129.95 million users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 20.04 billion USD, expected to reach 45.19 billion USD by 2021.

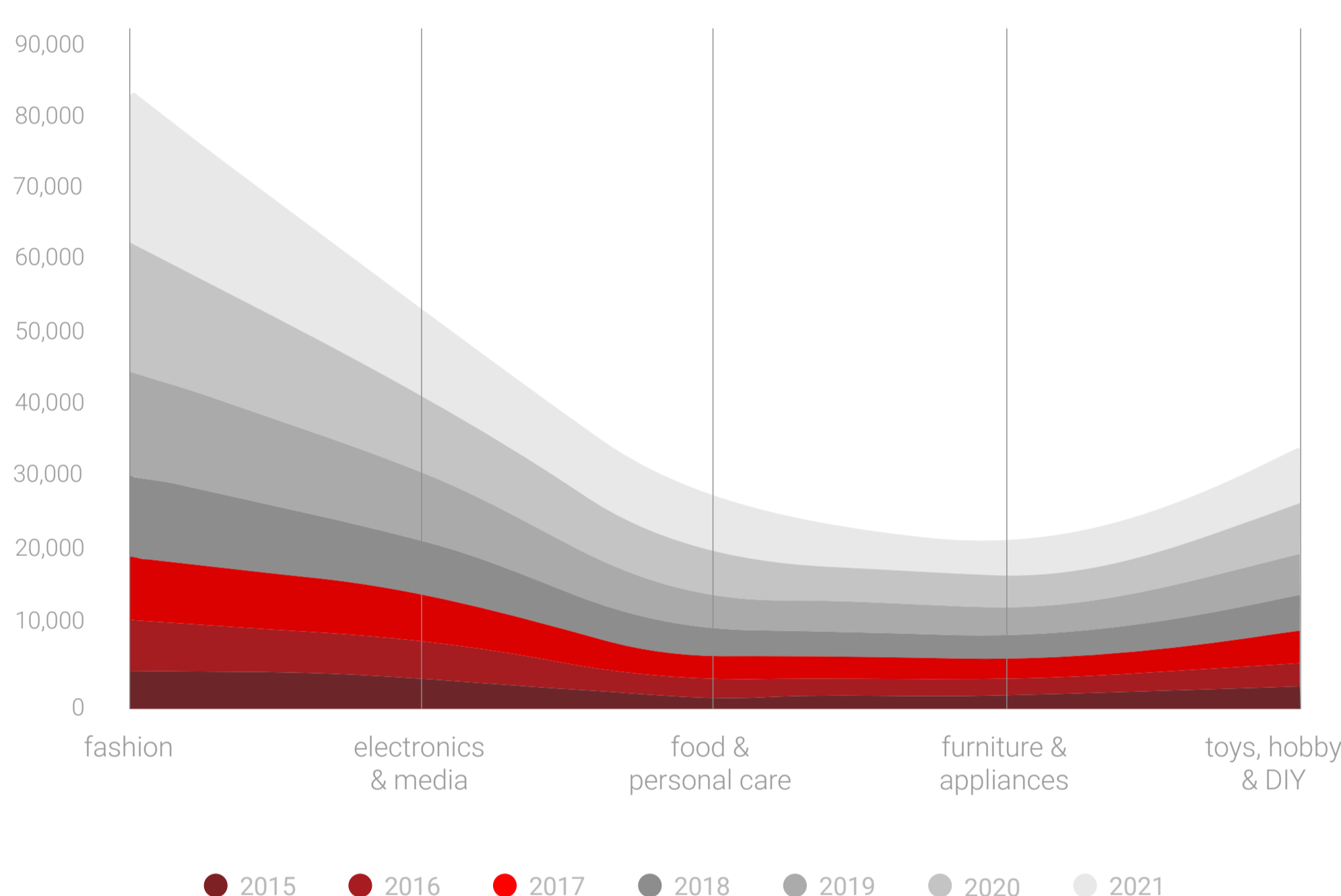


Fashion is currently the leading product category, accounting for 6.8 billion USD market share.



Electronics & Media is second, accounting for 5.12 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



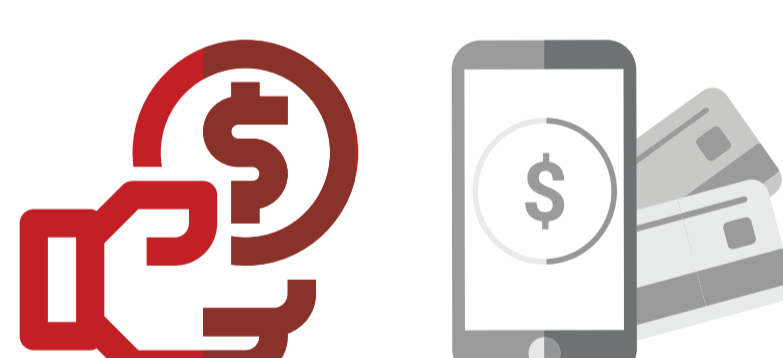
Logistics & Infrastructure



In 2016, India was ranked 35th in the World Bank Logistics ranking.

Preferred Online Payment Methods

57% of Indian shoppers like to pay cash on delivery when shopping online, and 15% prefer debit card.



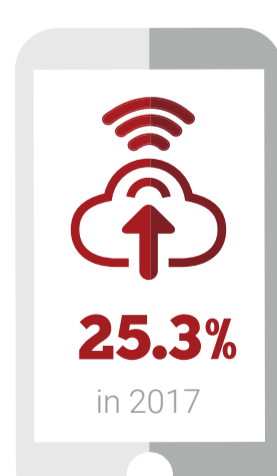
Where does India buy from?

China supplies India with 59 billion USD in imports. Other key import partners are Switzerland (21.5 billion USD), the US (20 billion USD), Saudi Arabia (19.9 billion USD) and the UAE (19.4 billion USD).



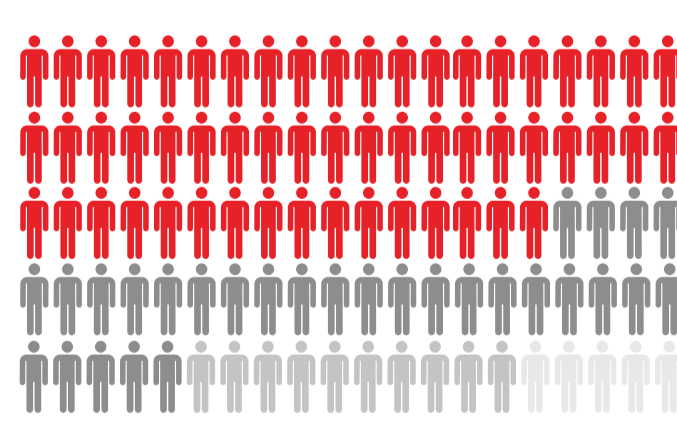
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



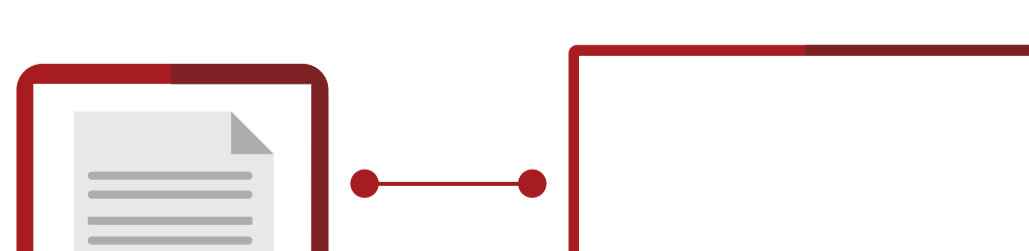
Internet penetration is currently at 36.7%, and should reach 45.3% by 2021.

Smartphone penetration is 25.3% and is projected to grow to 33.3% by 2021.



Marketing

In 2017, total ad spend is expected to reach 8.37 billion USD.



There are 196.02 million social network users in India, Facebook, LinkedIn, Twitter and Zedge.net are the leading social networks.

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

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