

India Online Retail Forecast 2023-28

July 2024

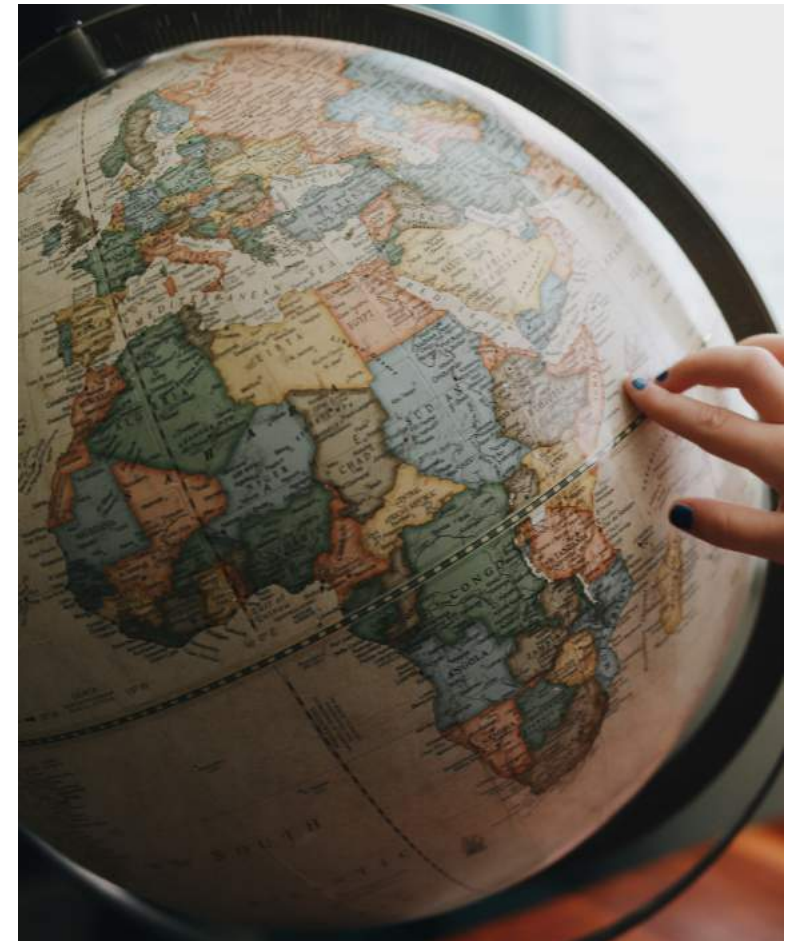
Methodology Document



About Us

- Our forecasts provide valuable insights into the future of various industries. Using data-driven analysis and expert insights, we offer insights that can help businesses, investors, and consumers make informed decisions.
- Our forecasts are based on rigorous methodology and are updated regularly to reflect the latest data and trends.

Media Citations



Coverage Areas



Retail and eCommerce

Tracking online retail changes across D2C, marketplaces and emerging channels as well as regulatory impacts.

Marketplaces

Direct-to-Consumer (D2C)

Retail Media

Quick Commerce

Retail Media



Financial Services

Monitoring digital payment uptake, neo-banks, online financial services purchases and reaction to new fintech rules.

Payments

Lending

Insurance

Investments



Consumer Devices

Tracking product priorities, adoption trends, regulatory changes and retail channel migration.

Smartphones

Wearables

AR/VR Devices

Gaming

eSports

Online Travel

Tracking digitization shifts across fast-evolving travel ecosystem to help online players capitalize on growth opportunities.

Flights

Hotels

Vacation Rentals

Our Methodology



Secondary research and existing market data

- Existing market data
- Public filings, Industry reports, media reports, trade associations and government & public institutions
- Data collected from secondary research



Custom Survey

- Consumer survey to gather data on consumer behaviors
- Primary interviews of ecosystem players



Modelling and Forecasting

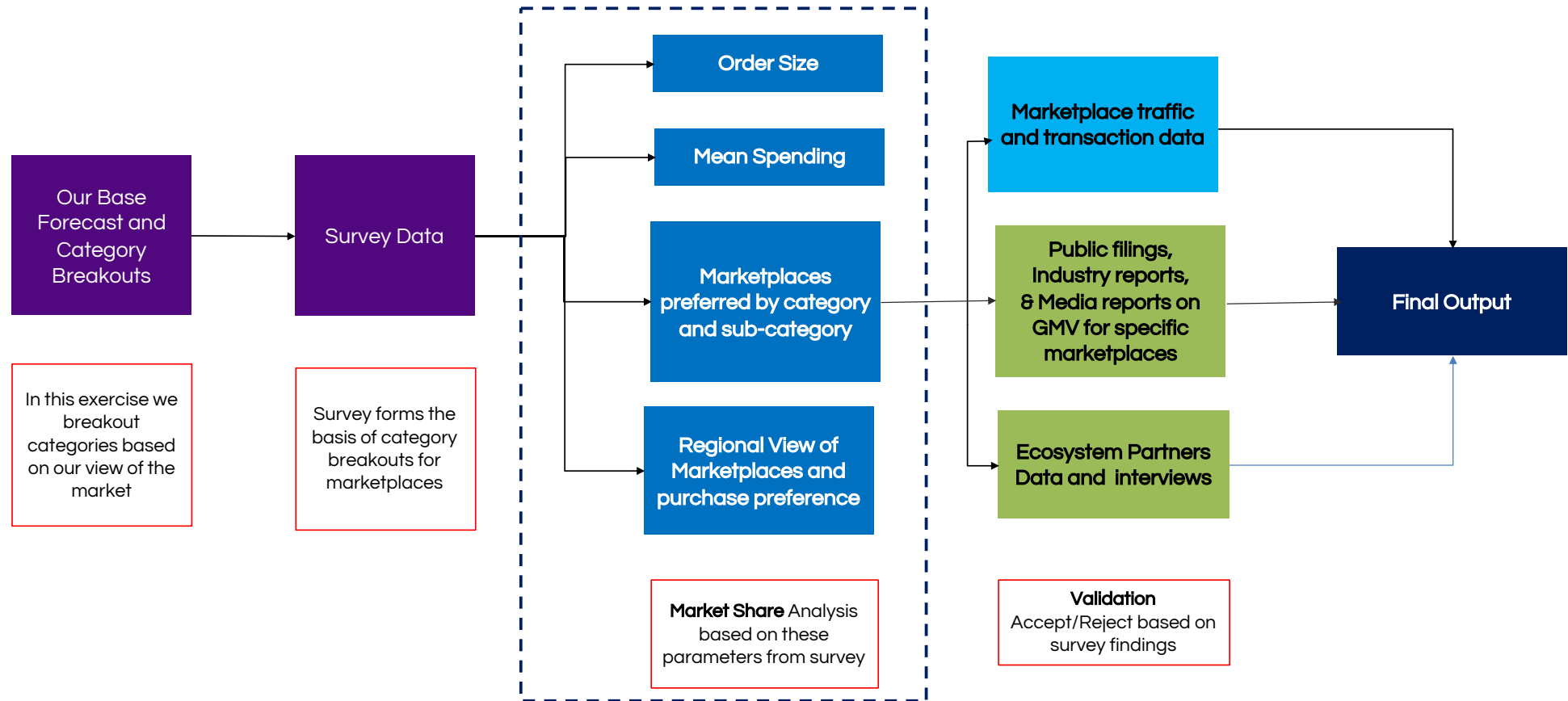
- Build standardized bottom-up or top-down models that leverage data and market dynamics
- Forecasting methods
 - Exponential trend smoothing
 - S-Curve
 - Auto-Regressive Integrated Moving Average (ARIMA)



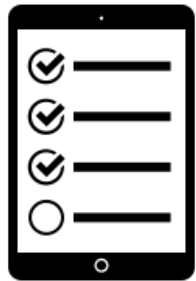
Model Validation

- Validation with market experts, ecosystem players and comparable key market indicators
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Methodology – eCommerce Market Share



Our Data Sources



Consumer
Survey



Executive
Survey



3rd Party
Data



Ecosystem
Partners

We track over 1,000+ companies across 40 countries for various operational and financial metrics to keep you informed about market trends and changes.

Data Sources For Secondary Research

Globally recognized sources including international organizations, government statistical offices, reputable industry associations, and prominent private institutions

Global Institutions



Country Specific Organization



Private Institutions



Why Use Our Forecasts



Understand
Market
Landscape



Assess
Market
Opportunity



Planning
and
Resource
Optimisation



Competitive
Benchmarking



Identify
Global
Opportunities



Identify
Ecosystem
Partners

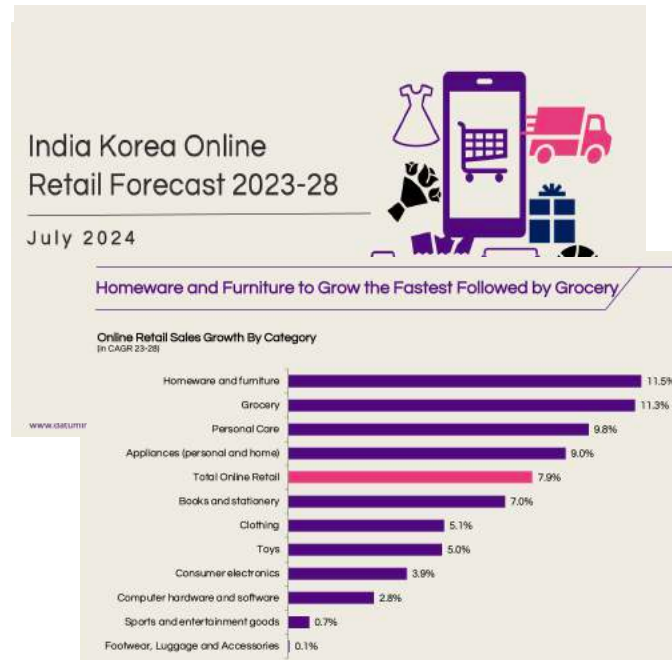
Actionable Insights to Navigate the Complex Consumer Technology Landscape

Deliverables

5 Year Forecast and Historic Data in Excel

INDIA ONLINE RETAIL FORECAST, 2024	
Select the "+" sign at the top of the page to reveal historical data	
Published May 2024	
(F) = Forecast	
Figures in millions unless otherwise noted	2018
India Population	
Total Population	1,361.7 7.7%
Online Population	559.4 41.1%
Percentage of total population	
Online Buyers	115.3 8.5%
Percentage of total population	
Online Buyers by Category	
Computer hardware and software	10.9
Consumer electronics	29.0
Mobile	27.8
Personal Care	16.5

Deep Dive Reports



Analyst Access

Analyst Presentation and Unlimited Inquires

Sessions Can be Customized for Your Team

Key Definitions

- **Retail Sales.** Retail involves selling consumer goods, excluding travel, cars, prescription drugs, restaurant sales, and gasoline sales.
 - **Online Retail Sales.** Online retail refers to the process of purchasing goods and services through the Internet, where customers make financial commitments, typically via credit cards or other digital payment methods. This definition includes transactions made on mobile devices, web-enabled kiosks, and point-of-sale systems, with delivery options either at home or in-store. In-store pickup, where the purchase and payment are completed online, is also considered an online sale within the context of online retail.
 - **Online Buyers.** Online buyers are defined as people who have completed at least one online purchase within the past 12 months.
 - **Online Retail Sales Via Mobile.** Online retail sales by mobile refer to purchases made through mobile devices, such as smartphones and tablets, where customers browse, select, and pay for products or services via mobile applications or mobile-optimized websites.
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Category Definitions (1/2)

Category Name	Definitions
Computer Hardware and Software	<p>Computer Hardware. includes desktop computers, laptops, netbooks, and tablet PCs, but also a wide variety of peripheral devices such as keyboards, monitors, printers, cartridges, computer cables, and parts.</p> <p>Software. Includes software packages such as operating systems, anti virus software, languages, video game software. Includes digital downloads</p>
Consumer Electronics	<p>Mobile. Smartphones and featurephones</p> <p>Video. including TVs, home entertainment systems, DVD players, and recorders, game consoles, static audio (such as hi-fi systems, CD players, and turntables), portable audio, car audio, and home communications equipment (such as telephones and other terminal equipment).</p> <p>Wearables. AR VR devices , smart glasses , smart rings etc.</p>
Personal Care	<p>Includes toiletries such as shaving cream, razors, oral care products, bath and shower gel, deodorants, baby and childcare products, depilatories, and sanitary products. This category also encompasses Haircare products like shampoo, colorants, mousses, etc., as well as Fragrances such as perfumes, aftershave, and scented oils. Color Cosmetics like lip- and eyeliners, powders, foundations, nail polish, mascaras, and lipstick are also included in this segment.</p>
Media (books, music, and videos)	<p>Books. Hardback and paperback books, audiobooks, eBooks, and magazines.</p> <p>Stationary CDs, digital downloads, streaming services, VHS, and DVDs. Includes digital downloads.</p>
Clothing	<p>All clothing, including men's, women's, kids', and teens'. Includes sportswear</p>
Footwear, Luggage, Jewellery and Accessories	<p>Footwear. Includes athletic, leather, non-rubber. Includes men's, women's, kids', and teens'.</p> <p>Jewellery. Fine jewelry, imitation jewelry, watches.</p> <p>Luggage</p>

Category Definitions (2/2)

Category Name	Definitions
Appliances (personal and home)	<p>Small Appliances. Kitchen electrical (blenders, toasters, and food processors), home environment (humidifiers, dehumidifiers, air purifiers), floor care (vacuums), dinnerware, beverage ware, cookware, bakeware, cutlery, flatware, linens, draperies, and window dressings</p> <p>Big household appliances (or white goods) such as refrigerators, ovens, and vacuum cleaners, television</p> <p>Personal appliances. Includes hair care appliances, body shavers, electric facial cleansers, oral care appliances and other personal care appliances.</p>
Homeware and furniture	<p>Household furniture and décor such as textiles such as curtains, carpets, and cushions.</p> <p>Homeware. Plasticware; glassware; dinnerware, ceramics; porcelain; cutlery; metalware; and woodware.</p> <p>Outdoor. BBQ's, garden sheds and outdoor furniture</p> <p>Lighting sources and light fixtures</p> <p>Does not include live animal sales or vet services.</p>
Toys	Traditional toys, not including video games.
Grocery	Food and beverage sales, including canned goods, produce, etc. Does not include restaurant sales.
Others	Pet food, movie tickets, event tickets, sports and entertainment equipment, supplies, and over-the-counter medicine and others

Our Forecasts Cover Over 60 Countries

North America

- Canada
- Mexico
- United States

Latin America

- Argentina
- Brazil
- Chile
- Colombia
- Ecuador
- Paraguay
- Peru
- Uruguay

Asia

- Australia
- Bangladesh
- China
- India
- Hong Kong
- Japan
- New Zealand
- South Korea
- Taiwan
- Cambodia
- Indonesia
- Malaysia
- Myanmar
- Philippines
- Singapore
- Thailand
- Vietnam

Europe

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Luxembourg
- Netherlands
- Norway
- Portugal
- Poland
- Russia
- Spain
- Turkey
- Sweden
- Switzerland
- UK
- Ukraine

Middle East and Africa

- Egypt
 - Kenya
 - Nigeria
 - Iran
 - Israel
 - Kuwait
 - Oman
 - Qatar
 - Saudi Arabia
 - South Africa
 - United Arab Emirates
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2024 Forecast Calendar

Forecasts	Geography
Online Population Forecast	Global (55 countries)
Global Smartphone and Tablet Forecast	Global (55 countries)
Global eCommerce Forecast	Global (55 countries)
Country eCommerce Forecast	55 countries with market shares and category 10 category breakdown
US Online Retail by Age Forecast	US Online Retail forecast for 20 categories with Age wise breakdown
Global Social Commerce Forecast	With a Deep Dive into China, US, Europe and Southeast Asia along with Livestreaming commerce
Global Online Beauty and Cosmetics Forecast	Global (55 countries)
Global Online Grocery Forecast	Global (55 countries)
Global Online Fashion Forecast	Global (55 countries)
Global Online Consumer Electronics Forecast	Global (55 countries)
Online Travel Forecast	Global (18 countries)
Global Online Luxury Forecast	Global (18 countries)
Global Quick Commerce Forecast	With a deep dive into China, India, UK, US, Europe and Southeast Asia
Global Online Food Delivery Forecast	Global 18 Countries
Online Holiday Sales Forecast	USA, UK, China, India and Canada
Digital Influenced Forecast	US, India, UK
Global Digital Advertising Forecast	Global with a deep dive into China, US, UK, Europe, and Asia
Global Mobile Payment Forecast	Global (18 countries)