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Market Research Report on Future of Online Retailing in India (Industry Growth Drivers, Statistics, Trends, Market Size, Analysis & Forecasts upto 2017)

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About the Book

The research report titled ‘Market Research Report on Future of Online Retailing in India (Industry Growth Drivers, Statistics, Trends, Market Size, Analysis & Forecasts upto 2017)’ released by Niir Project Consultancy Services provides a profound analysis of the online retailing market scenario in India. The report aims at analyzing the present as well as future prospects of the industry with respect to changes in the Indian market dynamics. It covers data points like overview & segmentation of the industry, growth drivers, trends that are emerging in the sector, demand assessment and porter 5 force analysis of the online retailing industry in India.

At first, the report shares information on the overall industry emphasizing on existing business models in the business,the major segments in e-commerce and their growth trajectory. The report provides an overview of the Indian e-commerce industry covering online travel segment and e-tailing segment details along with their past market sizes. It also lays a succinct view on the various business models under the e-com set up. The report moves further to enumerate and elaborate on various growth catalysts for the industry like rising internet penetration, favorable Indian demographics, emerging m-commerce, growth of smartphones, rising disposable incomes and more. The factors are meticulously expounded and supported by graphical representation and forecasts of key indicators. The next section covers niceties of the trends emerging in the sector with the key trend being the incessant flow of funds in the e-retailing companies. The sector has been the top priority for investment funds and private equity players since 2009 with an unmatched rise in the total amount of investments.

Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the sector. The sector is said to be most attractive when the 5 forces are at their weakest and the report explicates the forces methodically to simplify the analysis.The report also scrutinizes the demand scenario of the Indian online retailing industry by exploring key indicators like the number of online shoppers in India, the value of debit/card transactions and the market sizes of the industry and its key segments. The data mentioned above is again supported by graphical representation and forecasts of vital indicators. The report wraps up at the outlook segment.

The Indian online retailing industry is riding high on the evolving consumer preferences and promising Indian growth story. Once a non-existent market today has bulged to humungous size and is anticipated to further

grow swiftly in times to come.The report also includes company profiles of Flipkart, Myntra, eBay, Amazon and Snapdeal. All the major online retailing portals aim to turn profitable by the next fiscal year as industry faces consolidation and sustainable growth gathers focus rather than mere sales.
The report identifies online retailing sector as a thriving sector with exceptional growth potential, the substantiation of which is the incessant flow of investments in the sector. The sector poses itself as one of the promising avenues for investment by entrepreneurs. Online retailing in India is bound to experience high growth rates on the back of rising internet penetration in the nation, growing disposable incomes, the smartphone revolution and also the dominance of younger population in the country's demographics.
Reasons for Buying this Report:
• This research report helps you get a detail picture of the industry by providing overview of the industry along with the segmentation
• The report provides market analysis covering major growth driving factors for the industry and latest market trends in the industry
• This report helps to understand the present status of the industry by elucidating a comprehensive porters 5 force analysis and scrutiny of the demand supply situation
• The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:
• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
• The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
• We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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