

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

Author:- NPCS Team

Format: paperback

Code: Ni274

Pages: 43

Price: Rs.31860**US\$** 500

Publisher: NIIR PROJECT CONSULTANCY SERVICES

Usually ships within **4** days

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

Table of Contents

1 OVERVIEW

1.1 Segmentation of the Industry

1.1.1 Online Travel

1.1.2 E-Tailing

1.1.3 Others

2 GROWTH DRIVERS OF THE INDUSTRY

2.1 Rising Internet Penetration

2.2 The Smartphone Wave

2.3 Incipient M-Commerce Industry

2.4 Ensuring Customer Convenience

2.5 Changing Perceptions

2.6 The Rural Potential

2.7 Rising Disposable Income & Expanding Middle Class

2.8 Favorable Demographics

3 EMERGING TRENDS

3.1 Rising PE Investments

3.2 Business Model Make over

3.3 New Entrants & Expansions

4 PORTERS 5 FORCE ANALYSIS

4.1 Bargaining Power of Buyers

4.2 Bargaining Power of Suppliers

4.3 Rivalry among Existing Players

4.4 Threat of Substitutes

4.5 Threat of New Entrants

5 DEMAND ANALYSIS

5.1 Online Shoppers

5.2 Credit/Debit Card Transactions
5.3 Market Size
6 KEY PLAYERS
6.1 Myntra Designs Pvt Ltd
6.2 Flipkart Online Services Pvt Ltd
6.3 Amazon Seller Services Pvt. Ltd
6.4 Snapdeal
6.5 eBay India
7 OUTLOOK
8 ABOUT NPCS
9 DISCLAIMER

List of Figures & Tables

Figure 1 Online Retailing Models in India
Figure 2 Indian E-Commerce Industry- Segmentation
Figure 3 Indian Online Travel Industry- Market Size (2007-12, In INR Billions)
Figure 4 Indian E-Tailing Industry- Market Size (2007-12, In INR Billions)
Figure 5 Internet Penetration in India (2008-13)
Figure 6 Smartphones Sold in India (2010-17, In Million Numbers)
Figure 7 Mobile Internet Users in India (Dec 2010- June 2014, In Million Numbers)
Figure 8 Customer Concerns Regarding Online Transactions
Figure 9 Internet Consumers in Rural India
Figure 10 Indian Middle Class Population (Current-2026)
Figure 11 India's Annual Per Capita Income (2008-13, In INR)
Figure 12 Indian Population Distribution by Age
Figure 13 PE Investments in Online Retailing Industry in India (2009-13, In USD Millions)
Figure 14 Business Models of Various Online Retailing Sites
Figure 15 Online Shoppers in India (2011-17, In Million Numbers)
Figure 16 Credit and Debit Card Transactions in India (FY09-13, In INR Billions)
Figure 17 Indian E-Commerce Industry- Market Size (2007-17, In INR Billions)
Figure 18 Indian E-Commerce Industry- Segmentation by Share % (2017)
Figure 19 Indian E-Commerce Industry- Segmentation by Value (2017, In INR Billion)
Figure 20 Myntra Designs Pvt Ltd- Ownership Pattern

Table 1 PE Investments in Indian E-Retailing Industry in 2014 (Till April)
Table 2 Bargaining Power of Buyers
Table 3 Bargaining Power of Suppliers
Table 4 Rivalry among Existing Players
Table 5 Threat of Substitutes
Table 6 Threat of New Entrants

About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process,

Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

NIIR PROJECT CONSULTANCY SERVICES, 106-E, Kamla Nagar, New Delhi-110007, India.
Email: npcs.india@gmail.com **Website:** NIIR.org

Sun, 07 Dec 2025 08:26:44 +0000