

Explore the world with Lengow

INDIA



1,3BN
total
population



37%
total
internet penetration



100M
total
online shoppers



\$33BN
total ecommerce
sales 2017



19%
growth %
year over year



35M
consumers have bought
from a foreign site

2ND

largest internet
population in the world
(481 million
internet users)

x60%

of online purchases
happen during
business hours

+120

dialects and languages
are spoken in India

Market

- India has the second largest internet population in the world, with over 481 million internet users, but that makes up less than half of the total population despite its large internet user base.
- The online retail market in India is expected to grow at a CAGR of 29.2% to cross \$73 billion in 2022, representing 5.7% of total retail sales.
- The Indian ecommerce market is described as a battleground with leading local players such as Flipkart, Snapdeal and Amazon India fighting for bigger shares in the market.

Consumers

- Cash on delivery is the beloved online payment method, but this payment method is proven to be very slow and risky for couriers in light of manual cash collection and high return rates.
- The average Indian male's online order value is 3 times higher than the average female's. The reason for this is attributed to men's larger pool of disposable income.
- 60% of online purchases happen during business hours. While this may show a questionable workplace practice, retailers can schedule marketing and promotions accordingly to reach the biggest shopper population.

Tips

- Similar to the Australian ecommerce market, innovation over the traditional ecommerce business nature is the key to break through the wall built by the three ecommerce powers. Specifically, a better customised user experience in terms of searches is what online retailers and marketplaces should aim for.
- There are more than 120 dialects and languages in India. Language is another key to succeed in this diversified market. Specified localisation is necessary to suit each Indian shopper segments' tastes.
- The Indian ecommerce sector is regulated by 9 government agencies. Changes in regulatory efforts, whether contributing to or hindering the industry growth, are being launched from time to time. Merchants have to pay attention to these fast-changing policies and adjust their business models accordingly.