

# India Online Consumer Electronics Market Outlook to 2020 - Lucrative Discounts and Escalating Internet Users to Foster Growth

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## Abstracts

The report titled “India Online Consumer Electronics Market Outlook to 2020 – Lucrative Discounts and Escalating Internet Users to Foster Growth” provides a comprehensive analysis of the various aspects such as market size of India online consumer electronics market, online mobile phones and accessories market, online home and kitchen appliances market, online computers and peripherals market and online photographic equipment and accessories market. The report also covers the market shares of major e-commerce players in India as well as the revenues of major players in the software development space. This report also offers prevalent trends and developments in industry, government regulations, SWOT analysis, external environment analysis, and challenges in the industry. The publication also insight on the competitive landscape of the industry in which the information related to the players operating in this industry has been comprehensively presented. This has been complemented with the major investment deals that have been finalized in the industry. It also includes information on the major macroeconomic indicators affecting the market. Moreover, the report also offers information regarding the business models operating in the market and the trends in the online consumer electronics market. The report is useful for e-commerce players, electronic products manufacturers, suppliers of electronics, retail chains and new players venturing in the online electronics market.

Online mobile phones and accessories market in India which is driven by flash sales and aggressive promotional strategies, adopted by online retailers, registered revenues of USD ~ million in FY’2015. The share of mobile phones and accessories in the revenue of India online consumer electronics market during fiscal year 2015 was registered as ~%. The online mobile phones and accessories market in India has grown at a CAGR of ~% from INR ~ million in FY’2012 to INR ~ million in FY’2015.

Online sales of home and kitchen electronics have witnessed tremendous growth over the review period FY'2012-FY'2015. Heavy discounts on appliances and cash on delivery mode of payment offered by online retailers have proved to be very advantageous in driving sales. Exchange offers on products such as washing machines and food processors have also been beneficial in attracting customers towards the online market.

The online computers and peripherals market in India has progressed at a slow pace over the past four years. The growing sales of tablets, while the declining sales volumes for desktops and laptops have led to a stir in the growth of this market. Overall, the market has enlarged at a moderate CAGR of ~% during the review period FY'2012-FY'2015 and is anticipated to display reasonable growth in the near future.

The online photographic equipment and accessories market in India has stumbled during the period FY'2012-FY'2015. The market segment witnessed a CAGR of ~%, which is quite low in comparison to growth in other product categories. With the growing popularity of smartphones and tablets in the Indian market, sales of cameras through online and offline channels started declining gradually. Within a period of four years the contribution of this segment to the market revenue declined to a mere ~% by FY'2015 from ~% in FY'2012.

India online consumer electronics market is comprised of various players competing on the basis of price. The market has been majorly dominated by three major players which include Flipkart, Snapdeal and Amazon. Market revenues of Flipkart have increased noticeably from INR ~ million in FY'2012 to INR ~ million in FY'2015, making it the largest player in the online consumer electronics space. Snapdeal was the second largest player in FY'2015. Amazon India, a part of Amazon.com Inc contributed nearly ~% to the revenue of India online consumer electronics market in FY'2015.

The market for online consumer electronics in India is progressing at a brisk rate. The rising income level and growing influence of social media is expected to drive consumers' interests in latest devices and thus increasing spending on consumer electronics. Revenues from the online consumer electronics market in India are expected to expand to INR ~ million in FY'2020, growing with a CAGR of ~% from FY'2015 to FY'2020.

Key Findings in the report:

The most popular product categories sold online were mobile phones and accessories

During FY'2015, the number of orders of consumer electronics made through mobile apps was recorded at 55.0%

In the online computers and peripherals market, Indians mostly purchased tablets, phablets and printers which were priced at an average of around INR 10,000.

In India, consumers prefer buying electronics during festivals such as Navratri, Diwali, Gurupurab and Christmas for personal use as well as for gifting purposes. The period from September to December 2014, accounted for more than 50% of the orders for consumer electronics placed online

Key Topics Covered in the Report:

The market size of India online consumer electronics market.

The market size of India online mobile phones and accessories market.

The market size of India online home and kitchen appliances market.

The market size of India online computers and peripherals market.

The market size of India online photographic equipment and accessories market.

Consumer Profiles in India Online Consumer Electronics Market

Market segmentation of India online consumer electronics market on the basis of product categories, demand from major cities, preferred mode of making payments, seasonal demand, mode of distribution, mode of making purchase and marketplace & company website.

Market segmentation of India online mobile phones and accessories market on the basis of type of products.

Market segmentation of India online home and kitchen appliances market on the basis of type of products.

Market segmentation of India online computers and peripherals market on the basis of type of products.

Market segmentation of India online photographic equipment and accessories market on the basis of type of products.

Trends and Development in India online consumer electronics market.

Growth Drivers of India online consumer electronics market.

Issues and Challenges in India online consumer electronics market.

Competitive landscape and detailed company profiles of the major e-commerce players in India.

Future outlook and projections of India online consumer electronics market.

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