

India Online Grocery Market Outlook to 2019 - High Growth Prospects due to Increasing Internet Coverage and Smart Cities Emergence

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Abstracts

The report titled “India Online Grocery Market Outlook to 2019 - High Growth Prospects due to Increasing Internet Coverage and Smart Cities’ Emergence” provides a comprehensive analysis of various aspects such as market size, segmentation and future projections of the online groceries market of Indonesia. This report also offers prevalent trends and developments in industry, government regulations, SWOT analysis, external environment analysis, Porter’s five force analysis, and challenges in the industry. The report also covers 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 supply chain models operating in the market and the domestic and international trends in the online groceries market.

The groceries segment holds a share of 60% out of the total market value of Indian retail market as food is the basic requirement of all the people irrespective of their class or society status. Online groceries market refers to the purchase and sale of groceries over the internet. Although, this process was initially implemented in the west, but this industry has been an emerging industry in India. The first firms that were founded in this segment of total retail were formed in 2011. Since then this industry has expanded at a commendable pace and has attracted huge investments by venture capitalists and angel investors alike.

The major players in the market that lead from the front are Big Basket, Aaramshop, Zopnow and Local Banya. These firms have been operational for about three years

each and have grabbed a large market share in their respective cities of operations. The rise in the public's demand for convenience shopping as well as the penetration of internet among the population has led to the growth of this industry at a fast pace. The market also thrives as it has been able to offer steep discounts on the prices of the products offered and lure customers away from the brick and mortar shops to online grocery shopping.

Online groceries offer several advantages for the users of their services, according to the service providers. As per them, the customers can enjoy a sense of ease as this service enables them to purchase their monthly top-up of groceries, fruit and vegetables while in the comfort zone of their homes. This also spares the customers from the hassle of carrying their bags, prevents them to face parking and traffic problems, as well as the queues in their local markets or supermarkets. The online stores also promise a wider variety of products to choose from, about 10,000 stock keeping units whereas an average traditional storehouse offers product range below 1,000 SKUs which puts it at a disadvantage to the online grocers.

The share of Big Basket has been the largest among the businesses running as the top-line is fuelled by growth in the segment as well as its presence in 4 different cities. The total GMV for Big Basket was INR ~ million in 2014 which is expected to rise in the future. This aided the firm to grab a market share of ~% and placed it firmly atop the ladder. Zopnow is the second largest player which has been able to capture a large customer base in Bangalore with the help of its active and attractive website and the smart-phone app. Zopnow has a total GMV of INR ~ million in FY'2014. The company is gaining traction in Mumbai and Hyderabad.

KEY TOPICS COVERED IN THE REPORT:

The market size of Indian Online Groceries Market in terms of GMV

The market size of Indian Online Groceries Market in terms of Number of Annual Orders

Market segmentation of India's Online Groceries Market on the basis of Product Category

Market segmentation of India's Online Groceries Market on the basis of Origin of Food Products

Market segmentation of India's Online Groceries Market on the basis of Fresh or

Processed Goods (Domestic)

Market segmentation of India's Online Groceries Market on the basis of Volume of Brands Purchased

Market segmentation of India's Online Groceries Market on the basis of Demand from Cities of Operation

Trends and Developments in India's Online Groceries Market

SWOT analysis of India's Online Groceries Industry

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Competitive Landscape of India's Online Groceries Market

India's Online Groceries Market Future Outlook and Projections

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