

# Indian Online Retail (E-Tailing) Market: Trends and Opportunities (2014-2019)

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## Abstracts

### Scope of the Report

The report titled “Indian Online Retail (E-Tailing) Market: Trends and Opportunities (2014-2019)” provides an insight into the online retail industry of India. The report assesses the market sizing and growth of the online retail market, the growth of various segments, the business model adopted by the e-tailers, segmentation on various parameters and distribution structure. The report also discusses key factors driving growth of the industry, major trends and challenges faced by e-tailing companies in India. Further, key players like Flipkart, Amazon, Snapdeal and EBay are profiled in the report.

### Company Coverage

Flipkart

Amazon

Snapdeal

EBay

### Executive Summary

The online retail market has evolved and grown significantly over the past few years. Asia Pacific is emerging as the fastest growing region for online retail with China

showing tremendous potential. In India, online retail or E-tailing market represents a very small fraction of the total retail market India, but holds immense business potential driven mostly by growing internet penetration, increasing usage of smart phones, cost advantages and huge funding by private equity investors. Popularity of cash-on-delivery (COD) and rising working women, growing acceptability of online payments, favorable demographics, and lack of organized retail market are the other key factors driving the growth of online retail in India.

In the Indian online retail market, major e-tailing firms like Flipkart, Snapdeal and Amazon have adopted asset light model and hence moved away inventory based model to marketplace model. Private equity players and venture capital firms have shown their faith in the growth of online retail in India and it is evident with Flipkart receiving eight rounds of funding over the last seven years.

However, with immense growth opportunities, the online retail market faces the challenges in terms of logistics services as the key to online retail is to deliver products on time. Logistics and infrastructure, huge maintenance cost of warehouses, costly middlemen, and error in online payments are a few of the bottlenecks in the growth of the industry.

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