

Digital Consumer Profiles: How India's Most Digitally Savvy Will Shop and Spend Online

https://marketpublishers.com/r/D23D25380E6EN.html

Date: August 2018

Pages: 46

Price: US\$ 1,325.00 (Single User License)

ID: D23D25380E6EN

Abstracts

Leveraging Euromonitor International's proprietary Digital Consumer Profiles segmentation analysis, this briefing explores the Indian digital consumer's defining characteristics, motivations and preferences, and how they impact how these consumers shop and spend digitally. This briefing concludes by outlining the most promising digital commerce opportunities in India.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level



Take a step back from micro trends

Get up to date estimates and comment

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Introduction
Examining India's Digital Landscape
Identifying India's Digital Consumer
Understanding How These Digital Consumers Shop
Pinpointing Where To Place Digital Commerce Bets
Five Key Takeaways About This Digital Consumer
Appendix



I would like to order

Product name: Digital Consumer Profiles: How India's Most Digitally Savvy Will Shop and Spend Online

Product link: https://marketpublishers.com/r/D23D25380E6EN.html

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/D23D25380E6EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970