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Internet Retailing in India

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Abstracts

Shoppers in India are becoming more seasoned in making purchases through both offline and online channels, and know when to switch from one to the other. The choice of channel depends on factors such as price, variety and convenience. Hence, to keep pace with customer demands, e-commerce players have devised sales events. In India, the period October to December is usually regarded as the main “festive season”, which consists of important festivals such as Dussehra and Diwali. The importance of...

Euromonitor International's Internet Retailing in India report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Apparel and Footwear Internet Retailing, Beauty and Personal Care Internet Retailing, Consumer Appliances Internet Retailing, Consumer Electronics Internet Retailing, Consumer Health Internet Retailing, Food and Drink Internet Retailing, Home Care Internet Retailing, Home Improvement and Gardening Internet Retailing, Homewares and Home Furnishings Internet Retailing, Media Products Internet Retailing, Other Internet Retailing, Personal Accessories and Eyewear Internet Retailing, Pet Care Internet Retailing, Traditional Toys and Games Internet Retailing, Video Games Hardware Internet Retailing.

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

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Why buy this report?

Get a detailed picture of the Internet Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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.

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