

# Mobile E-Commerce in India

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## Abstracts

After dynamic increases seen throughout the review period, mobile e-commerce continued to see exceptionally strong current value growth in 2020. Although like overall e-commerce, sales were hampered by the ban on sales of non-essential goods during the COVID-19 lockdown, growth picked up again after the ban was gradually lifted, as consumers remained cautious about visiting store-based retailers for fear of infection. In particular, as in previous years, the festive season in October was a major...

Euromonitor International's Mobile E-Commerce 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.

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

### Why buy this report?

Get a detailed picture of the Mobile E-Commerce 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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Continued development of apps to make the shopping process easier

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