

India Online Retail Market Summary, Competitive Analysis and Forecast to 2026

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Abstracts

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SUMMARY

Online Retail in India industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Indian online retail market had total revenues of \$58,087.8m in 2021, representing a compound annual growth rate (CAGR) of 40.1% between 2017 and 2021.

Online Specialists account for the largest proportion of sales in the Indian online retail market in 2021, sales through this channel generated \$53,775.5m, equivalent to 92.6% of the market's overall value.

Several firms from the US have invested in establishing their presence in the Indian market, such as Amazon and Walmart.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in India

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the India online retail market with five year forecasts

REASONS TO BUY

What was the size of the India online retail market by value in 2021?

What will be the size of the India online retail market in 2026?

What factors are affecting the strength of competition in the India online retail market?

How has the market performed over the last five years?

Who are the top competitors in India's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?

8 COMPANY PROFILES

- 8.1. Amazon.com, Inc.
- 8.2. Supermarket Grocery Supplies Pvt Ltd
- 8.3. Flipkart Internet Pvt Ltd
- 8.4. Shopper's Stop Ltd
- 8.5. Amway India Enterprises Pvt Ltd
- 8.6. Nykaa E-Retail Pvt Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: India online retail sector value: \$ million, 2016–21

Table 2: India online retail sector category segmentation: % share, by value, 2016–2021

Table 3: India online retail sector category segmentation: \$ million, 2016-2021

Table 4: India online retail sector geography segmentation: \$ million, 2021

Table 5: India online retail sector distribution: % share, by value, 2021

Table 6: India online retail sector value forecast: \$ million, 2021–26

Table 7: Amazon.com, Inc.: key facts

Table 8: Amazon.com, Inc.: Annual Financial Ratios

Table 9: Amazon.com, Inc.: Key Employees

Table 10: Amazon.com, Inc.: Key Employees Continued

Table 11: Supermarket Grocery Supplies Pvt Ltd: key facts

Table 12: Supermarket Grocery Supplies Pvt Ltd: Key Employees

Table 13: Flipkart Internet Pvt Ltd: key facts

Table 14: Flipkart Internet Pvt Ltd: Key Employees

Table 15: Shopper's Stop Ltd: key facts

Table 16: Shopper's Stop Ltd: Annual Financial Ratios

Table 17: Shopper's Stop Ltd: Key Employees

Table 18: Shopper's Stop Ltd: Key Employees Continued

Table 19: Amway India Enterprises Pvt Ltd: key facts

Table 20: Amway India Enterprises Pvt Ltd: Key Employees

Table 21: Nykaa E-Retail Pvt Ltd: key facts

Table 22: Nykaa E-Retail Pvt Ltd: Key Employees

Table 23: India size of population (million), 2017–21

Table 24: India gdp (constant 2005 prices, \$ billion), 2017–21

Table 25: India gdp (current prices, \$ billion), 2017–21

Table 26: India inflation, 2017–21

Table 27: India consumer price index (absolute), 2017–21

Table 28: India exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: India online retail sector value: \$ million, 2016–21

Figure 2: India online retail sector category segmentation: \$ million, 2016-2021

Figure 3: India online retail sector geography segmentation: % share, by value, 2021

Figure 4: India online retail sector distribution: % share, by value, 2021

Figure 5: India online retail sector value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the online retail sector in India, 2021

Figure 7: Drivers of buyer power in the online retail sector in India, 2021

Figure 8: Drivers of supplier power in the online retail sector in India, 2021

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in India, 2021

Figure 10: Factors influencing the threat of substitutes in the online retail sector in India, 2021

Figure 11: Drivers of degree of rivalry in the online retail sector in India, 2021

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