

# e-Tailing Market in India 2014

<https://marketpublishers.com/r/E2F8F9A5F26EN.html>

Date: March 2014

Pages: 113

Price: US\$ 950.00 (Single User License)

ID: E2F8F9A5F26EN

## Abstracts

The report is sent in 0-2 business days after order is placed.

Netscribes' latest market research report titled e-Tailing Market in India 2014 captures the current scenario of the e-Tailing market in India. Online shopping has caught the fancy of the common people in an extravagant manner. Presently, as more and more people are hard pressed for time and look for time saving alternatives for practically every kind of activities, shopping online has earmarked a new trend. The Indian retail has taken an online turn as well to capitalize on this new concept, thereby heralding a new era of e-tailing. Though e-commerce has been prominent in the online domain for quite some time, yet it differentiates from e-tailing in the sense that while the former includes sale of goods and services, the latter pertains to only goods. Though there are certain inhibitions regarding the prospect of e-tailing in the country, however, with increasing internet and credit card penetration and general tendency amongst consumers to explore new avenues, this form of shopping has suddenly received a new lease of life and is well on its way for further growth.

Furthermore, the humongous presence of smart handheld devices and the explosion in the social media user base in India has opened doors for e-Tailers to tap the unexplored territories of the market. As more and more people are getting used to the usage of internet, especially among the social media domain, it can be anticipated that the e-Tailing market will gain further traction in the coming 2-3 years.

## Contents

Slide 1: Executive Summary

### **MACROECONOMIC INDICATORS**

Slide 2: GDP at Factor Cost: Quarterly (2010-11 – 2013-14), Inflation Rate: Monthly (Jun 2013 – Nov 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Feb 2013 – Jul 2013), Exchange Rate: Half Yearly (Aug 2013 – Jan 2014)

Slide 4: Lending Rate: Annual (2008-09 – 2011-12), Trade Balance: Annual (2009-10 – 2012-13), FDI: Annual (2009-10 – 2012-13)

### **INTRODUCTION**

Slide 5: Online Retailing – Evolution in India

Slide 6: Illustration – e-Commerce System Work Model

Slide 7: Illustration – Transaction Flow within an e-Commerce System

### **MARKET OVERVIEW**

Slide 8: e-Tailing India Overview, e-Tailing Market Size & Growth (2013-2018e) and e-Tailing Major Players India (2012)

Slide 9: e-Tailing Market in India – 2013 Snapshot

Slide 10: Foreign Direct Investment Scenario – Government of India's Intervention

Slide 11-14: e-Tailing Formats

Slide 15-16: e-Tailing Benefits

Slide 17: e-Tailing – 4P's of Marketing

Slide 18: e-Tailing – Key Success Factors

### **E-COMMERCE TECHNOLOGY**

Slide 19: e-Commerce Website Design

Slide 20: e-Commerce Website Development Phase

### **DRIVERS & CHALLENGES**

Slide 21: DRIVERS & CHALLENGES – Summary

Slide 22: Increased Spending Power, Total no. of Household (mn) (2005, 2015e, 2025e)

and Aggregate Annual Disposable Income (2005, 2015e, 2025e)

Slide 23-24: Increasing Internet Penetration and PC users, PC and Tablet PC Sales India (2009-10, 2011-12 & 2012-13), Total Internet Subscribers India (Quarter wise 2012), Number of Broadband Subscribers India (Quarter wise 2012), Internet and Broadband Subscribers India (Quarter wise 2013)

Slide 25-26: Ease of Transaction, Credit Card Transactions and Debit Card Transactions (Value and Volume) and Benefits of Online Transaction

Slide 27: Need to Save Time

Slide 28: Online Advertising and Customer Acquisition Costs

Slide 29: Losses Incurred for COD, Transaction Split – e-Commerce India (2012), COD Expenses – e-Commerce Vendor India

Slide 30: Cost Stack-ups

## **TRENDS**

Slide 31: Trends – Summary

Slide 32-34: Major Trends in the Market – Changes in Business Models

Slide 35: Refreshed Strategies

## **COMPETITIVE LANDSCAPE**

Slide 36: Illustration – Example of e-Commerce Ecosystem

Slide 37: Porter's Five Forces Analysis

Slide 38-40: Competitive Benchmarking (FY 2012)

Slide 41-45: Major Public Player

Slide 46-93: Major Private Players

## **CONSUMER INSIGHTS**

Slide 94-96: Consumer Behavior & Preferences

## **MARKET OPPORTUNITY**

Slide 97: Opportunity Summary

Slide 98-108: MARKET OPPORTUNITY

## **STRATEGIC RECOMMENDATION**

Slide 109-111: STRATEGIC RECOMMENDATIONS

## **APPENDIX**

Slide 112: Key Ratios Description

Slide 113: Sources of Information

## About

### Market

e-Tailing market size in India was valued at INR xxx bn in 20-- and is expected to reach INR xx bn by 20-

The market is expected to attain a CAGR of approximately xx% during the period 20— 20-

Emergence of m-Commerce, improving customer experience, online reputation management and informing customers about products were the major trends followed by the players

Currently, this segment is the fastest growing category out of the overall Indian e-Commerce market

At the beginning of the third quarter of 20-, the market had over 35 mn unique visitors spread across the nation

Some of the fastest growing product segments in the market comprise apparels, accessories, home & electronic appliances, books and consumer goods to name a few

Eyeing the immense growth opportunity, several players have entered the market resulting in stiff competition

### Drivers

Increased Spending Power

Increasing Internet Penetration and PC Users

Ease of Transaction

Need to save time

## Challenges

Online Advertising and Customer

Acquisition Costs

Losses incurred for COD

Costs Stack-ups

## 4P's of Marketing

In close tandem with the general marketing activities, e-tailing concerns also conform to the same 4P's of marketing activities

Just as physical retail chains need to follow certain tactics in order to promote their products at the right place at the right price, e-tailing concerns also follow the same in order to sustain in the competitive scenario

## Cost Stack-ups

- Unlike the initial days of e-Commerce's inception in India, vendors are now taking a toll due to the continuous cost stack-ups that occur while operating in the market
- These cost stack-ups are tough to avoid, however players are keen on minimizing them without hampering the growth of their businesses

## I would like to order

Product name: e-Tailing Market in India 2014

Product link: <https://marketpublishers.com/r/E2F8F9A5F26EN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E2F8F9A5F26EN.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**

Customer 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