

Booming Online Retail Market Outlook 2017

<https://marketpublishers.com/r/BE78B2020DAEN.html>

Date: October 2013

Pages: 95

Price: US\$ 1,000.00 (Single User License)

ID: BE78B2020DAEN

Abstracts

The Indian retail sector has been growing annually with rising consumption market and contributing significantly to the country's GDP. The concept of online selling has emerged as a lucrative business for both domestic as well as international players. Though the country's online retail business accounts for less than 1% share in the total retail sales, it is growing at a rapid pace to grab a considerable market share. In addition, with growth in organized retailing, online retail segment is expected to grow significantly in the coming years.

In their latest research report, "Booming Online Retail Market Outlook 2017", RNCOS analysts have identified that the online retail market has been growing at tremendous rate. With rising active internet users, and growing culture of smart-phones and tablets, people have started buying products online. The report also studies the latest trends and drivers, including growing sales in tier-2 & tier-3 cities, entry of foreign players, venture capitalist pumping huge sums that will boost the online retail market in India.

The report studies the online retail market, including the product categories such as electronics, apparel and accessories, books and magazines, home and kitchen appliances, baby products etc. It discusses in detail all the product categories within the current market and provides forecasts till 2017. In addition, the report covers a regional analysis of the online retail market, including break-ups into north, west, east, and south regions, and tier-1, tier-2 and tier-3 cities' shares.

RNCOS' comprehensive study also includes a survey on consumer behavior towards online shopping, which was conducted to understand the online retail market in a better way. The survey analyzed buying preferences, mode of payments, most preferred online portals, and spending patterns under different price bands. The report also provides an insight into the government policies and regulations (cyber laws), and various industry roadblocks.

The report “Booming Online Retail Market Outlook 2017”, is an outcome of comprehensive research and unbiased analysis of the Indian online retail sector and its various product categories to present a clear picture of the past and present market trends. In addition, the report covers detail analysis of key players such as Flipkart, Snapdeal, Homeshop18, Myntra, Jabong etc. with their business overview, supply chain model, marketing strategy and strength-weakness analysis. In this way, the report presents a balanced research outlook on the potentials of the Indian online retail sector.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. SHARE OF ORGANIZED RETAIL MARKET

4. UNDERSTANDING THE ONLINE RETAIL BUSINESS MODEL

5. INDUSTRY TRENDS AND DRIVERS

5.1 Rise in Digital Literacy to Drive Online Shopping Market

5.2 Venture Capitalist Pumping Huge Sums in Online Retail

5.3 Growing Online Products Demand in Tier 2 and Tier 3 Cities

5.4 Online Players Adopting Marketplace Model

5.5 Foreign Players Entering Online Retail Market in India

5.6 Offline Retailers Venturing into Online Retail Space

6. ONLINE RETAIL MARKET OUTLOOK TO 2017

6.1 By Product Category

6.1.1 Electronics

6.1.2 Apparels & Accessories

6.1.3 Books and Magazines

6.1.4 Beauty and Personal Care

6.1.5 Home and Kitchen

6.1.6 Baby Products

6.1.7 Others

6.2 By Region

7. INDUSTRY ROADBLOCKS

8. CONSUMER BEHAVIOR

8.1 Electronics and Apparels leading the Online Retail Market

8.2 Purchase Preference for Branded Products

8.3 People Finding Online Shopping more Convenient

8.4 COD Driving Online Retail Purchase

8.5 Most Preferred Online Portals

8.6 Customers Still Prefer Low Value Products in Online Shopping

9. GOVERNMENT POLICIES AND REGULATIONS

10. COMPETITIVE LANDSCAPE

10.1 Flipkart.com

10.1.1 Business Overview

10.1.2 Supply Chain Model

10.1.3 Marketing Strategy

10.1.4 Strength Weakness Analysis

10.2 Snapdeal.com

10.2.1 Business Overview

10.2.2 Supply Chain Model

10.2.3 Marketing Strategy

10.2.4 Strength Weakness Analysis

10.3 Myntra.com

10.3.1 Business Overview

10.3.2 Supply Chain Model

10.3.3 Marketing Strategy

10.3.4 Strength Weakness Analysis

10.4 Homeshop18.com

10.4.1 Business Overview

10.4.2 Supply Chain Model

10.4.3 Marketing Strategy

10.4.4 Strength Weakness Analysis

10.5 FashionandYou.com

10.5.1 Business Overview

10.5.2 Supply Chain Model

10.5.3 Marketing Strategy

10.5.4 Strength Weakness Analysis

10.6 Jabong.com

10.6.1 Business Overview

10.6.2 Supply Chain Model

10.6.3 Marketing Strategy

10.6.4 Strength Weakness Analysis

10.7 Yebhi.com

10.7.1 Business Overview

10.7.2 Supply Chain Model

10.7.3 Marketing Strategy

10.7.4 Strength Weakness Analysis

List Of Figures

LIST OF FIGURES:

- Figure 3-1: Share of Organized and Unorganized Retail (2013)
- Figure 4-1: Offline Retail Business Model
- Figure 4-2: Online Retail Business Model
- Figure 4-3: Major Operational Components Cost
- Figure 5-1: Internet Penetration (%), 2013
- Figure 5-2: Internet Penetration by User Type (%), 2013
- Figure 6-1: Online Retail Market (Billion INR), 2011-2017
- Figure 6-2: Online Retail Market by Product Category (%), 2013
- Figure 6-3: Forecast for Online Retail Market by Product Category (%), 2017
- Figure 6-4: Online Electronics Retail Market (Billion INR), 2011-2017
- Figure 6-5: Online Apparels and Accessories Retail Market (Billion INR), 2011-2017
- Figure 6-6: Online Books and Magazines Retail Market (Billion INR), 2011-2017
- Figure 6-7: Online Beauty and Personal Care Retail Market (Billion INR), 2011-2017
- Figure 6-8: Online Home and Kitchen Retail Sales (Billion INR), 2011-2017
- Figure 6-9: Online Baby Products Retail Sales (Billion INR), 2011-2017
- Figure 6-10: Online Retail Market by Region (%), 2013
- Figure 6-11: Online Retail Market by Tier I, II & III Cities (%), 2013
- Figure 8-1: Share of Online Respondents by Gender
- Figure 8-2: Online Buying Preference by Product Category (%)
- Figure 8-3: Branded-vs-Non-Branded Products Preference (%)
- Figure 8-4: Online-vs-Offline Shopping Convenience (%)
- Figure 8-5: Mode of Payments for Online Shopping (%)
- Figure 8-6: Most Preferred Portals for Online Shoppers (%)
- Figure 8-7: Average Price Band for Online Products Buying (%)

List Of Tables

LIST OF TABLES:

Table 4-1: Logistics Supply Chain of Online Retailers

Table 5-1: Number of Subscribers (Million), FY 2011 to FY 2013

Table 8-1: Characteristics of Sample Surveyed

I would like to order

Product name: Booming Online Retail Market Outlook 2017

Product link: <https://marketpublishers.com/r/BE78B2020DAEN.html>

Price: US\$ 1,000.00 (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/BE78B2020DAEN.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