

# 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.

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