

India Teleshopping Market By Operation Type (Infomercials, Dedicated Channels), By Category (Home Furniture, Apparel & Footwear, Consumer Appliances, Jewelry, Others (Beauty Products etc.)), By Payment Mode (Pre-Delivery Online Payment, Post-Delivery Online Payment, Cash on Delivery), By Source of Order (Television, Internet), Region, Competition, Forecast & Opportunities, 2029

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Abstracts

India Teleshopping Market is witnessing a significant rise, thanks to the increasing shift among consumers to online platforms, rise in television viewership, and a surge in internet penetration. Furthermore, the emphasis on customer engagement, and product diversification in teleshopping channels is significantly contributing to the India teleshopping market's growth.

India Teleshopping Market Scope

Teleshopping, also known as direct response television (DRTV) shopping or television shopping, is a form of shopping where consumers can purchase products directly from a television program or channel. It typically involves a presenter or host promoting and demonstrating various products on air, while viewers can make purchases by calling a phone number or sending a text message. The products are usually marketed at a discounted price and may include a wide range of items, such as home appliances, beauty products, jewelry, and fashion items. Additionally, products occasionally include special gifts and offers that can benefit the customer. Through these marketing channels, retailers avoid spending money on traditional marketing, and witnessed an

increase in sales, which gives them the ability to continue offering ideal savings to customers through the channel.

Infomercials are long-form commercials that provide detailed information about a product or service. They are typically 30 minutes or longer and are designed to educate viewers about the features and benefits of the product. Infomercials may air on any television channel, including news channels, movie channels, and general entertainment channels. On the other hand, dedicated teleshopping channels are channels that are specifically dedicated to selling products and services. These channels typically air 24/7 and feature a wide range of products, from clothing and jewelry to home appliances and health and beauty products. Unlike infomercials, dedicated teleshopping channels are not interrupted by other programs and are solely focused on selling products. They often feature live demonstrations of products and offer special deals and promotions and encourage viewers to buy from them.

India Teleshopping Market Overview

The teleshopping market in India refers to the sale of products through television commercials or infomercials that allow consumers to purchase products from the comfort of their homes. One of the key advantages of teleshopping is that it allows consumers to see products in action before making a purchase, which can help build trust and confidence of consumers in the product.

The market has seen significant growth in recent years, driven by various factors, such as increasing internet and television penetration, rising disposable income of middle-class population, and growing demand for convenience and time-saving shopping options among consumers.

Teleshopping is a popular form of shopping in India, where it has a large and growing market. The market is dominated by a few major players, such as HomeShop18, Naaptol, and Shop CJ, who offer a wide range of products, including electronics, clothing, jewelry, and home appliances. However, there are also several smaller players operating in niche segments, such as health and wellness, beauty, and kitchen appliances.

Teleshopping channels typically air for several hours a day, displaying products ranging from kitchen gadgets and beauty products to home appliances and fashion accessories. These channels often use a variety of marketing tactics, such as celebrity endorsements, demonstrations, and limited time offers, to encourage viewers to make a

purchase.

India Teleshopping Market Drivers

In the recent years, the Indian teleshopping market has grown steadily. The increasing availability of television and internet has led to greater access to teleshopping channels and online stores. Broadcast Audience Research Council (BARC) statistics indicates that India had around 210 million television households in 2021, which is an increase of 6.9% from 197 million in 2018. Rural India has more TV owners than urban India, even though the number of urban television homes went up by 4% between 2018 and 2020, that is, from 87.8 million to 91 million. However, around 90 million households are still without televisions, which presents a big market opportunity for television manufacturers. Thus, with the rising demand of television, the teleshopping market is expected to rise at an attractive CAGR in India over the next few years.

The convenience of shopping from home attracts consumers toward teleshopping. It saves time and effort, which is especially important for busy urban consumers. Teleshopping companies often offer lucrative deals and discounts to customers as well. All these factors aid the India teleshopping market in registering significant growth.

India Teleshopping Market Trends

With the rapid growth of e-commerce, many teleshopping companies in India are shifting their focus to online platforms. The increasing adoption of smartphones and the growing popularity of online shopping are driving this trend. Many teleshopping companies have started their e-commerce websites and apps to stay competitive in the market. Teleshopping companies are expanding their product portfolios to include more diverse and innovative products, including personal care, fitness, and home appliances. They are also collaborating with established brands to offer a wider range of products.

To cater to the vast Indian population that speaks various regional languages, teleshopping companies have started to offer products and services in regional languages, including Hindi, Tamil, Telugu, and Bengali. Thus, expansion of product categories is likely to boost the market during the forecast period.

India Teleshopping Market Challenges

The rapid growth of e-commerce in India has created intense competition for teleshopping players. E-commerce companies offer similar products and services, and

often at lower prices, which can make it difficult for teleshopping companies to gain a foothold. Indian teleshopping companies face risks related to payment and fraud, particularly when selling products online. They need to have robust security measures in place to protect against these risks.

One of the biggest challenges that teleshopping companies face in India is the lack of trust among consumers. Many people are skeptical about the quality of products being sold through television and are concerned about being cheated or scammed. Moreover, these companies face logistical challenges when delivering products to customers, particularly in rural areas. This can result in delays and other delivery issues, which can affect customer satisfaction.

Market Opportunities

Teleshopping companies in India can expand their product categories beyond the traditional areas of home appliances, jewelry, and fashion items. They can offer a wider range of products, including health and wellness products, organic foods, and beauty and personal care products. Thus, with the expansion of the teleshopping market in India, there is an opportunity for companies to target niche markets and offer specialized products and services.

As Indian consumers become more discerning, there is a growing demand for high-quality products that offer good value for money. Teleshopping companies can capitalize on this trend by offering a range of quality products that meet customer needs. Many teleshopping companies in India are now integrating their businesses with e-commerce platforms, allowing them to reach customers online and offer a wider range of products. This integration can also help them to improve their delivery logistics and expand their reach and, thus, creating opportunities for India teleshopping market players.

Market Segmentation

The India teleshopping market is segmented based on operation type, category, payment mode, source of order and region. Based on operation type, the market is segmented into infomercials and dedicated channels. Based on category, the market is segmented into home furniture, apparel & footwear, consumer appliances, jewelry, and others (beauty products etc.). Based on payment mode, the market is segmented into pre-delivery online payment, post-delivery online payment, and cash on delivery. Based on source of order, the market is segmented into television and internet. Based on

region, the market is divided into North, South, East, West.

Company Profiles

Naaptol Online Shopping Private Limited, SHOP CJ Network Private Limited, Skyblue Buildwell Ltd. (HomeShop18), TVC Sky Shop Limited, HBN Network Private Limited (Telebrands), DEN Snapdeal TV Shop, JML Direct Limited, Teleshop (India) Private Limited, Teleone Consumers Product Private Limited, and Indiyaa Distribution Network LLP are some of the major players in the India Teleshopping market.

Report Scope:

In this report, India Teleshopping market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Teleshopping Market, By Operation Type:

Infomercials

Dedicated Channels

India Teleshopping Market, By Category:

Home Furniture

Apparel & Footwear

Consumer Appliances

Jewellery

Others (Beauty Products etc.)

India Teleshopping Market, By Payment Mode:

Pre-Delivery Online Payment

Post-Delivery Online Payment

Cash on Delivery

India Teleshopping Market, By Source of Order:

Television

Internet

India Teleshopping Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Teleshopping market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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