**MARKET SIZE**

**SECTOR COMPOSITION**

**KEY TRENDS**

**GOVERNMENT INITIATIVES**

**ADVANTAGE INDIA**

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**E-COMMERCE**

**Trend point:** The E-commerce market in India is expected to post a ~27% CAGR between 2019 and 2024.

Note: F – Forecast

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**Gross Value Added By E-Commerce Sectors (US$ billion)**

- **2019:** 30.00
- **2024F:** 99.00

**CAGR: 27% (2019 - 2024)**

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**Shares of Various Segments in e-commerce Retail by Value (2020)**

- Consumer electronics: 40.0%
- Apparels: 40.0%
- Food and grocery: 7.0%
- Jewellery: 7.0%
- Furniture: 4.0%
- Others: 2.0%

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**Online Retail vs. Total Retail**

- **2019:** 4.7%
- **2024F:** 10.7%

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**India’s Smartphone Shipments (million)**

- **Q3 2019:** 46.2
- **Q3 2020:** 50.0

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**Government e-Market Place (GeM)**

**National Retail Policy**

**Consumer Protection Rules 2020**

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**KEY TRENDS**

1. **Growing demand:** India’s e-commerce order volume increased by 36% in the last quarter of 2020, with the personal care, beauty & wellness (PCB&W) segment being the largest beneficiary.

2. **Increasing Investment:** The recent rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to set up their base, while churning out innovative patterns to disrupt old functioning.

3. **Policy support:** 100% FDI is allowed in B2B e-commerce. As per the new guidelines on FDI in E-commerce, 100% FDI under automatic route is permitted in the marketplace model of E-commerce.

4. **Attractive opportunities:** Despite depressed consumer spending, economic slowdown and uncertainty created due to COVID-19, e-commerce players are expecting strong sales growth in 2021. Online grocery, e-pharmacy and social commerce are expected to see a bulk of the action in 2021.