**Key Trends**

- **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. Driven by beauty and personal care (BPC), India's live commerce market is expected to reach a gross merchandise value (GMV) of US$ 4-5 billion by 2025.

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

- **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.

- **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.

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

- **National Retail Policy**

- **Consumer Protection Rules 2020**

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**E-commerce Composition**

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

  - **2020F**
    - Consumer electronics: 30.00
    - Apparels: 7.00
    - Food and grocery: 7.00
    - Jewellery: 4.00
    - Furniture: 2.00
    - Others: 4.00
  
  - **2024F**
    - Consumer electronics: 99.00

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

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

- Consumer electronics: 40.0%
- Apparels: 20.0%
- Food and grocery: 10.0%
- Jewellery: 7.0%
- Furniture: 7.0%
- Others: 4.0%

**Online Retail vs. Total Retail**

- **2019**
  - Online: 4.7%
  - Total: 10.7%

- **2024F**
  - Online: 26.2%
  - Total: 50.0%

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

- **Q3 2019**
  - Online: 46.2
  - Total: 10.7%

- **Q3 2020**
  - Online: 50.0
  - Total: 10.7%