**Market Size**

![Market Size Diagram]

- **2020F**: US$ 30 bn
- **2024F**: US$ 99 bn
- **CAGR**: 27% (2019 - 2024)

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

**Note:** F – Forecast

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**Sector Compositio n**

![Sector Composition Diagram]

- **2020P**:
  - Consumer electronics: 40%
  - Apparels: 7%
  - Food and grocery: 7%
  - Jewellery: 2%
  - Furniture: 4%
  - Others: 7%

**Note:** P – Projected

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**Key Trends**

- **Online Retail vs Total Retail**:
  - 2018: 2.9%
  - 2020F: 5.0%

- **India’s Smartphone Shipments (million)**:
  - Q3 2019: 46.2
  - Q3 2020: 50.0

**Note:** F – Forecast, 9M 2019 – As of September 2019

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**Government Initiative s**

- Permanent account numbers (PAN) mandated
- #startupindia
- Government e Marketplace