Currently, there are 1-1.2 million transactions per day in e-commerce retailing.

Trend point: The e-commerce market in India is expected to increase at a CAGR of 20.09 per cent from US$ 39 billion in the end of 2017 to US$ 200 billion by 2027.

Key Trends
- Online Retail vs Total Retail: 2018: 2.9%, 2020: 5.0%

Internet Users In India (mn)

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

Government Initiatives
- Digital India
- #StartUpIndia
- Digital Udaan