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

2018E 2.9% 2020 5.0%

Internet Users In India (mn)

2018 604.21 Q2 2019 665.31 2020F 700.00 2021F 829.00

Note: E - Estimated

Note: F – Forecast, Q2 2019 – As of June 2019

Government Initiatives

Digital India
Start Up India
Digital Udaan