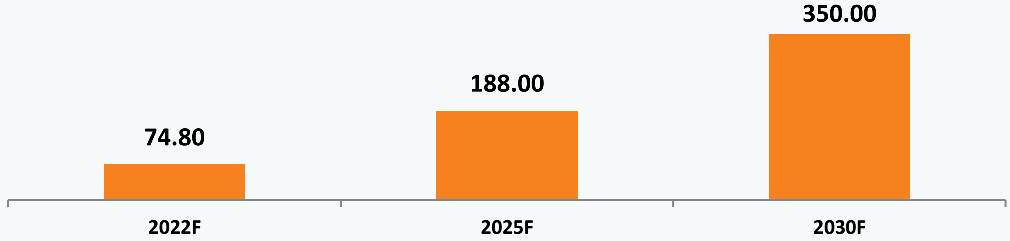
# E-COMMERCE

## MARKET SIZE

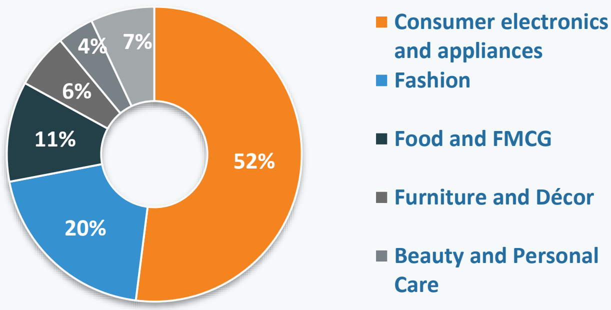
### Gross Value Added By E-Commerce Sectors (US$ billion)




**Note:** F – Forecast

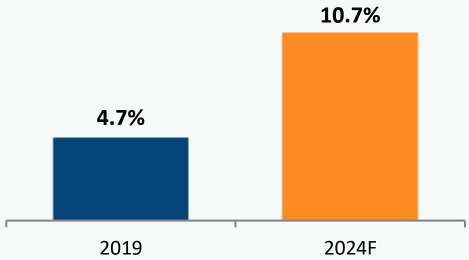
## SECTOR COMPOSITION

### Shares of Various Segments in e-commerce Retail (2021)

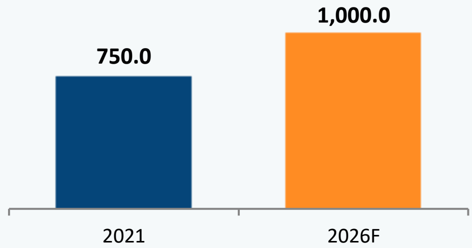



## KEY TRENDS

### Online Retail vs. Total Retail




### India's Smartphone User Base (million)




## GOVERNMENT INITIATIVES

- Government e-Market Place (GeM)
- National Retail Policy
- Consumer Protection Rules 2020

## ADVANTAGE INDIA

- **Growing demand:** India's social commerce has the potential to expand at a CAGR of 55-60% to US$16-20 billion in FY25. Driven by beauty and personal care (BPC), India's live commerce market is expected to reach a gross merchandise value (GMV) of US$ 4-5 billion by 2025. E-commerce in India is at an all-time high owing to the country's 830 million internet users in 2021. India has gained 125 million online shoppers in the past three years, with another 80 million expected to join by 2025, according to a report by Kantar. India's Business-to-Business (B2B) online marketplace would be a US$ 200 billion opportunity by 2030.
- **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.
- **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. India's e-commerce market is expected to reach US$ 350 billion by 2030. India's e-commerce market is expected to reach US$ 111 billion by 2024 and US$ 200 billion by 2026. Indian e-commerce is expected to grow at a compound annual growth rate (CAGR) of 27% to reach US$ 163 billion by 2026.