

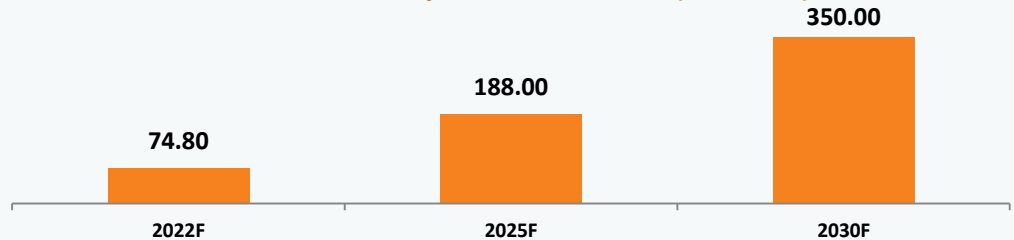


E-COMMERCE



MARKET SIZE

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

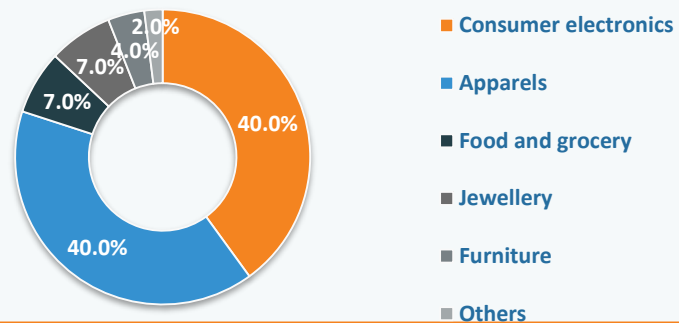


Note: F – Forecast



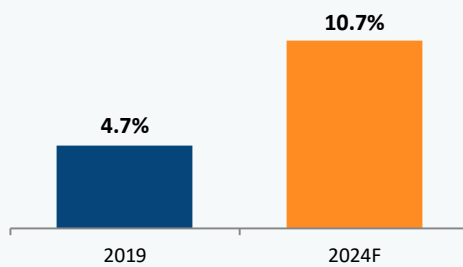
SECTOR COMPOSITION

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

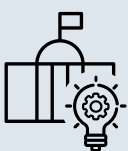
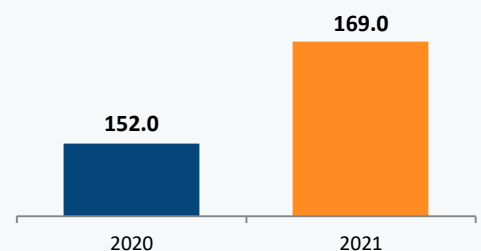


KEY TRENDS

Online Retail vs. Total Retail



India's Smartphone Shipments (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 2021.
- 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.