

# Online Fashion Retail in India 2016 Global Market Expected to Grow at CAGR 63.45% and Forecast to 2020

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WiseGuyReports.Com Publish a New Market Research Report On – “Online Fashion Retail in India 2016 Global Market Expected to Grow at CAGR 63.45% and Forecast to 2020”.

The analysts forecast the [online fashion retail market in India](#) to grow at a CAGR of 63.45% during the period 2016-2020.

Although the brick-and-mortar segment dominates the market at present, the online retail segment is expected to grow at a much faster rate during the forecast period. Food and grocery items constitute the most dominant product category in the brick-and-mortar segment. The inability to touch and feel a product is partly responsible for the low share of online retail. The increase in penetration of mobile phones, combined with the introduction of virtual trial rooms by online vendors, will positively affect the growth of the market.

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Covered in this report

The report covers the present scenario and the growth prospects of the online fashion retail market in India for 2016-2020. To calculate the market size, the report considers the revenue generated from the retail sales of products offered through the fashion segments that include apparels and footwear, bags, belts, wallets, watches, and accessories. The market size includes sales of fashion goods through the online channel of pure-play e-retailers as well as sales of fashion products through own websites of brick-and-mortar retailers.

The report, Online Fashion Retail Market in India 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.



#### Key vendors

- Amazon India
- Flipkart.com
- Snapdeal
- Jabong
- Yepme

#### Other prominent vendors

- 20Dresses.com
- 99labels
- Alibaba
- American Swan
- Fabindia
- FashionandYou
- Fetise
- HomeShop18
- KOOVS
- Limeroad
- Naaptol
- Shopclues.com
- Shoppers Stop
- Shopping.indiatimes
- Shopping.rediff
- StalkBuyLove.com
- Styletag
- Stylista
- Yebhi.com

#### Market driver

- Increased emphasis on touch-and-feel factor
- For a full, detailed list, view our report

#### Market challenge

- Lack of adequate infrastructure
- For a full, detailed list, view our report

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#### Market trend

- Increased penetration in Tier 2 and Tier 3 cities
- For a full, detailed list, view our report

#### Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Segmentation of online fashion retail market in India by consumer segment

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- Smartphone and internet penetration
- Availability of different payment options
- Increased emphasis on touch-and-feel factor
- Favorable demographic factors
- Better return policies
- Digital and push marketing

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PART 09: Market challenges

- Lack of adequate infrastructure
- Major emphasis on discounts
- Increased preference for COD
- Risk of online fraud
- Competition from brands selling through own websites
- Threat from unorganized players
- Other factors

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- Distribution of consumers between mobile application and websites
- Mergers and acquisitions
- Improvement in customer support services
- Celebrity endorsements
- Increased penetration in Tier 2 and Tier 3 cities

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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