

# India e-Commerce Market latest trends, forecast and market analysis

*Market Research Report on India e-Commerce Market*

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Report Sellers has added a new market research report "[E-Commerce Market in India 2017](https://www.reportsellers.com/market-research-report/e-Commerce-Market-in-India-2017)" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.

Currently, the Indian e-Commerce market is dominated by the online travel segment followed by online retail, online financial services, and online classifieds market, amongst others. Factors such as the huge presence of internet users coupled with a continual increase in purchasing power of the Indian population are primarily driving the growth of the market. Third-party logistics service or 3PL is emerging as a key growth driver for e-Commerce players in the country. The multi-mode transportation model of 3PL companies and product tracking at various checkpoints is easing the hectic affair for retailers and in turn enhancing the level of consumer satisfaction.

Majority of players operating in the market are facing dire lack of funds. Raising funds to support daily business operations and online advertising expenses have become a major challenge for them. Online retail operators, especially the inventory based players are suffering from cost stack-ups and charges incurred for customers opting for Cash on Delivery. In an attempt to tackle these problems, players are constantly focusing towards gaining customer loyalty and trust. Several loyalty schemes, promotional offers, and high discounts are some of the most prominent trends in the market. Additionally, changing business models and turning into mainstream online retailers, opening up "Brick and Mortar" stores to tap the "offline" customer base, opting for a "marketplace" approach, consolidation and self-owned brands are some other major trends observed in the market. Notable e-Commerce companies in India include Flipkart, Snapdeal, and Amazon India, among others.

Browse through the complete description and in-depth TOC on "India e-Commerce Market" <https://www.reportsellers.com/market-research-report/e-Commerce-Market-in-India-2017>



India e-Commerce Market Research Report

## Report Scope:

- Overview of the e-Commerce market in India and forecasted market size data over 2015 to 2020e
- Detailed description of the Indian e-Commerce market segments (online travel market, online retail market, online financial services market, online classifieds market and other online services market) snapshot, size and growth forecast over 2015 to 2020e
- Overview of the Indian e-Commerce ecosystem and the technologies associated with it
- Qualitative analysis of the major drivers and challenges affecting the market
- Detailed description of the various e-Commerce business models in India
- Major mergers and acquisitions in the Indian e-Commerce industry (2015-2016)
- Market dynamics through major trends and opportunities
- Analysis of the competitive landscape and detailed profiles of major players
- Key recent developments associated with the e-Commerce market in India

## Reasons to buy:

- Get a broad understanding of the e-Commerce market in India, the dynamics of the market and current state of the same
- Understand the current market segmentation and future growth potential of the market in India till 2020 and plan strategies to gain from it
- Strategize marketing, market-entry, market expansion, and other business plans by understanding factors influencing growth in the market
- Make more informed business decisions with the help of insightful recommendations provided to succeed in the market

## Companies Mentioned

### Public Companies

1. Infoedge (India) Ltd.
2. Thomas Cook (India) Ltd.

### Private Companies

3. Amazon Seller Services Pvt. Ltd.
4. eBay India Pvt. Ltd.
5. Flipkart Internet Pvt. Ltd.
6. Grofers India Pvt. Ltd.
7. Jasper Infotech Pvt. Ltd.
8. MakeMyTrip (India) Pvt. Ltd.
9. Myntra Designs Pvt. Ltd.
10. People Interactive (India) Pvt. Ltd.

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<https://www.reportsellers.com/sub-category/internet-and-e-commerce-market-research-report>

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