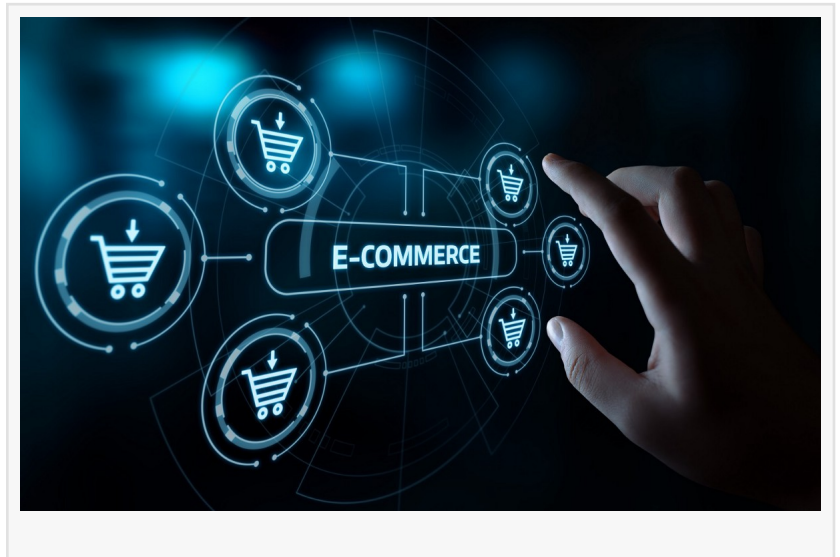


India E-commerce Market 2022-2027 Share, Size, Analysis, Trends and Forecast

SHERIDAN, WYOMING, UNITED STATES, July 7, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "India E-commerce Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," the India E-commerce market is expected to exhibit a CAGR of 33.43% during 2022-2027. offers a comprehensive analysis of the industry, which comprises insights on the [India e-commerce market share](#). The report also includes competitor and regional analysis, and contemporary advancements in the market.



What is E-commerce Market?

E-commerce, also known as electronic commerce, refers to commercial transactions that are conducted electronically over the internet. It operates in numerous business models, such as business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), and customer-to-customer (C2C). It offers cost reduction, customer flexibility, product and price comparison, and instant response to buyer and market demands.

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Market Trends

Rapid urbanization, increasing internet penetration, and the growing usage of smartphones, laptops, and tablets to access e-commerce portals are positively influencing the market in India. In addition, advancements in technologies, such as digital payments, hyper-local logistics, analytics-driven customer engagement, and digital advertisements are creating a positive outlook for the market in the country. Apart from this, shifting consumer preference towards

online shopping platforms to enjoy a hassle-free shopping experience with exciting deals and discounts is contributing to the market growth. Moreover, numerous initiatives undertaken by the Government of India (GoI), such as digital India, startup India, and make in India, are propelling the market growth.

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Breakup by Type:

- Home Appliances
- Apparel, Footwear and Accessories
- Books
- Cosmetics
- Groceries
- Others

Breakup by Transaction:

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Consumer (C2C)
- Others

Breakup by Payment Mode:

- Cash Payment
- Bank Transfer
- Card Payment
- Digital Wallet
- Others

Breakup by Region:

- North India
- West and Central India
- South India
- East India

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