

Retail E-Commerce in India

March 2024

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Retail E-Commerce in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Quick commerce gains popularity with shorter delivery times

Marketplace retailers continue to dominate e-commerce

Improving the user experience is a key focus

PROSPECTS AND OPPORTUNITIES

Government policies will create a favourable environment for e-commerce going forward Hyperlocal delivery expected to continue to gain momentum Specialist e-commerce retailers gaining prominence amongst consumers

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A landmark reform is seen in terms of the operation of retail businesses in India Omnichannel experience becomes key for both offline as well as offline retailers What next for retail?

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