E-Commerce Industry In India (2011-2015)

Description: EXECUTIVE SUMMARY

The e-commerce is one of the biggest things that have taken the Indian business by storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It has advantages for both buyers as well as sellers and this win-win situation is at the core of its phenomenal rise.

Rising incomes and a greater variety of goods and services that can be bought over the internet is making buying online more attractive and convenient for consumers all over the country.

Trends in the Industry:
- Feminization of the Industry
- Mounting Social Media
- M-commerce – A new wave!
- Online Group Buying – Explosive growth!
- After VC’s, Now Celebrities
- Change in the Business Model
- Hiring the best

The Industry is expected to grow at a CAGR of 40%, from US $ 5.9 billion in 2010 to US $ 34.2 billion in 2015E. As Indian e-commerce market is in nascent stage but it will surely amplify in years to come. Though there are some weak links, with improvements in technology, they will be ironed out, making the e-commerce easy, convenient and secure. The ecommerce is certainly here to stay.

SCOPE OF THE REPORT

- Indian E-commerce Industry at a glance
- Emerging trends in the industry like feminization of the industry, renewed interest of VC’s, emergence of M-commerce etc
- Demand Supply scenario encompassing performance of the industry as a whole, trend of unique users opting for e-commerce along with segmental performance
- Factors driving growth, Issues & Challenges
- Government Regulations & Initiatives in Indian market
- Major players
- Forecasts

REASONS TO BUY

- To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term
- Comprehensive report covering all the aspects required to understand the industry performance and future prospects.
- The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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