E-commerce in India to 2017

Description: E-commerce in India: It's the next billion-person-plus online market.

New report forecasts e-commerce sales in India to 2017.

The report provides an overview of the eCommerce market in India. Forecasts are provided for 2012 through 2017. Companies and products covered include Flipkart, Snapdeal, & Amazon India.

After the Alibaba IPO, eyes are now turning to India for the next hot e-commerce name to come out of Asia. Though direct comparisons to Alibaba could be misleading, there are several Indian e-commerce companies which are growing extremely rapidly, changing the market, and challenging both established retailers and the efforts of Western companies to establish themselves in India.

Up until recently, internet-based purchases in India have been primarily travel-related with train tickets and visas being ordered online. But companies selling other goods online such as electronics, clothes, and household items have surged in popularity during the past year, with consumers becoming comfortable with making purchases over the internet. Companies such as Flipkart, Snapdeal, and Infibeam have grown rapidly and gained a fan base.

In many ways the Indian is much different than the e-commerce markets in China or the U.S. For example, paying cash or credit upon delivery is a common practice, meaning the consumer can evaluate the goods before paying. Online retailers also must think mobile first as fixed-line internet connectivity is still extremely low in India.

The report forecasts the e-commerce market in India to 2017, plus provides historical sales from 2012. It also provides information on key enablers for e-commerce including mobile bank accounts, mobile subscriptions, internet users, and smartphone growth rates. Companies examined include Flipkart, Snapdeal, Infibeam, Walmart India, and Amazon India. The report provides revenues for travel and non-travel online sales, and provides recommendations for e-commerce companies, venture capitalists, and other players. The report discusses the use of zero-rate strategies and partnerships.

About the Authors

Raghu Rajagopal is a former director at a major global market research firm. He has more than 20 years’ experience in market research and has covered both the U.S. and Asian markets. His area of expertise is technical innovation particularly around medical devices and mobile experiences. Raghu has an MBA from the University of New Haven in the U.S. in Finance and Management Information Systems (MIS).

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Peter has degrees in finance and information technology from the University of Connecticut in the U.S. and from the University of Lund in Sweden.

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