India Online Grocery Market By Product Type, Consumer Behaviour, Competition Forecast and Opportunities, 2011 - 2021

Description: "India Online Grocery Market By Product Type (Food Grains; Bread, Bakery & Dairy Products; Fruits & Vegetables; Personal Care; Dry & Baking Products; Household Products; Beverages; Meat & Meat Products; & Others), Consumer Behaviour, Competition Forecast and Opportunities, 2011 - 2021"

Over the last few years, India online grocery market has been continuously evolving, backed by escalating number of smartphone users and increasing number of young professionals. A large base of the country's population is getting busier, with lesser time to get involved in household activities or to indulge in grocery shopping, thus driving the market for online grocery in India. With growing e-commerce market, increasing consumer awareness, rising disposable income and advent of various technological advancements over the last few years, the online grocery stores are rapidly replacing physical stores across India. In addition, advantages associated with online grocery retail such as omni-channel experience, price advantages, product variety and fast delivery is further fueling growth in the country's online grocery market.

According to "India Online Grocery Market By Product Type, Consumer Behaviour, Competition Forecast and Opportunities, 2011 - 2021", the online grocery market in India is projected to grow at a CAGR of 55% during 2016 - 2021. In 2015, among all the products being offered by various e-grocers, food grains accounted for the lion's share in the overall market, followed by bread, bakery and dairy products. Region-wise, the southern region dominated the country's online grocery market in 2015 on account of increasing number of hi-tech cities in the region coupled with higher awareness among consumers. Few of the leading players operating in the India online grocery market include BigBasket, Grofers and Papertap, among others. "India Online Grocery Market By Product Type, Consumer Behaviour, Competition Forecast and Opportunities, 2011 - 2021” discusses the following aspects related to online grocery market in India:

- India Online Grocery Market Size, Share & Forecast
- Segmental Analysis - By Product Type (Food Grains; Bread, Bakery & Dairy Products; Fruits & Vegetables; Personal Care; Dry & Baking Products; Household Products; Beverages; Meat & Meat Products; & Others)
- Consumer Behavior & Attitude
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of the India online grocery market
- To identify the on-going trends, and anticipated growth over the next five years
- To help industry consultants, major players and new entrepreneurs align their market-centric strategies
- To obtain research-based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading market players

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with online grocery service providers and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.

* Avail of 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Contents: 1. Report Methodology

2. Analyst View
3. Product Overview

4. Global Online Grocery Market Overview

5. India Grocery Market Outlook
5.1. India Online Grocery Market Vs Offline Grocery Market

6. India Online Grocery Market Outlook
6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Product Type (Food Grains; Bread, Bakery & Dairy Products; Fruits & Vegetables; Personal Care; Dry & Baking Products; Household Products; Beverages; Meat & Meat Products; & Others)
6.2.2. By Region
6.2.3. By Company

7. Policy & Regulatory Landscape

8. Business Model
8.1. Inventory Business Model
8.2. Hyperlocal Business Model
8.3. Multi-Channel Business Model

9. India Economy Profile

10. Competitive Landscape
10.1. Competitive Benchmarking
10.2. Company Profile
10.2.1. Innovative Retail Concepts Pvt Ltd (BigBasket.com)
10.2.2. Grofers India Private Limited (Grofers.com)
10.2.3. Nuvo Logistics Private Limited (PapperTap)
10.2.4. ZN Retail Pvt. Ltd. (Zopnow.com)
10.2.5. AaramShop Private Limited (Aaramshop.com)
10.2.6. Natures Basket Limited (Naturebasket.com)
10.2.7. MN&C Supply Links Retail Private Limited (Localbanya.com)
10.2.8. Reliance Fresh Private Limited (Reliancefreshdirect.com)
10.2.9. Fiora Hypermarket Limited (my247market.com)
10.2.10. SRS E-Retail Limited (srsgrocery.com)

11. Voice of Customers
11.1. Online Shoppers, By Age Group
11.2. Online Purchase of Grocery, By Age Group
11.3. Purchase of Grocery Products, By Educational Qualification & Occupation
11.4. Buyer & Non-Buyer of Grocery Online, By Age Group
11.5. Factors Affecting Buyers
11.6. Purchase of Different Products Online, By Age Group
11.7. Frequency to Purchase Grocery Products, By Age Group
11.8. Monthly Spending on Grocery, By Age Group
11.9. Frequency of Online Grocery Purchase, By Age Group
11.10. Monthly Spending on Grocery through Online, By Age Group
11.11. Time of Purchase Grocery Products Online, By Age Group
11.12. Brand Awareness of Online Grocery Retailers, By Age Group
11.13. Product Category Purchase Through Online, By Age Group
11.14. Beverages Products Purchase, By Major Online Retailers, By Age Group
11.15. Bread & Bakery Products Purchase, By Major Online Retailers, By Age Group
11.16. Dairy Products Purchase, By Major Online Retailers, By Age Group
11.17. Dry & Baking Goods Purchase, By Major Online Retailers, By Age Group
11.18. Fruits & Vegetables Purchase, By Major Online Retailers, By Age Group
11.19. Food Grains Purchase, By Major Online Retailers, By Age Group
11.20. Household Products Purchase, By Major Online Retailers, By Age Group
11.21. Meat Products Purchase, By Major Online Retailers, By Age Group
11.22. Personal Care Products Purchase, By Major Online Retailers, By Age Group
11.23. Other Items Purchase, By Major Online Retailers, By Age Group
11.24. Mode of Payment to Purchase of Grocery Products Online, By Age Group
11.25. Cashback/Discount Offers Impact Purchase of Groceries Online
11.26. Impact of Cashback/Discounts Offers on Selection of Mode of Payment, By Age Group
11.27. Factors Affecting Grocery Purchase Through Online Over Physical Stores
11.28. Factors Affecting Satisfaction Level of Customer Buying Grocery Through Online Over Physical Stores
11.29. Drivers for Online Grocery Shopping

12. Annexure

13. Strategic Recommendations

List of Figures

Figure 1: India Grocery & Retail Market Size, By Value, 2011-2021F (USD Billion)
Figure 2: India Online Grocery Market Size, By Value, 2012-2021F (USD Billion)
Figure 3: India Percentage of Population in Age Group of 15-64 Years (As Percentage of Total Population), 2011-2015
Figure 4: India Smartphone Users (Million) and Internet Penetration (%), 2012-2015
Figure 5: India Disposable Income at Constant Price, 2011-2016E (USD Million)
Figure 6: Expenditure on Food in India, 2012-2016E (USD Million)
Figure 7: India Online Grocery Market Share, By Product Type, By Value, 2015
Figure 8: India Online Grocery Market Share, By Product Type, By Value, 2021F
Figure 9: India Online Grocery Market Share, By Product Type, By Value, 2012-2021F
Figure 10: India Online Grocery Market Size, By Region, By Value (USD Billion), 2015 & 2021F
Figure 11: India Online Grocery Market Share, By Region, By Value (USD Billion), 2012 & 2021F
Figure 12: India Number of Internet Subscribers, By State, March 2015 (Million)
Figure 13: India Online Grocery Market Share, By Company, By Value, 2015
Figure 14: India Online Grocery Market Share, By Company, By Value, 2021F
Figure 15: Online Shoppers, By Age Group, 2015
Figure 16: Online Purchase of Grocery, By Age Group, 2015
Figure 17: Buyer & Non-Buyer of Grocery Online, By Age Group, 2015
Figure 18: Frequency to Purchase Grocery Products, By Age Group, 2015
Figure 19: Frequency of Online Grocery Purchase, By Age Group, 2015
Figure 20: Time of Purchase Grocery Products Online, 2015
Figure 21: Brand Awareness of Online Grocery Retailers, 2015
Figure 22: Product Category Purchase Through Online, 2015
Figure 23: Beverages Product Purchase, By Major Online Retailers, 2015
Figure 24: Bread & Bakery Products Purchase, By Major Online Retailers, 2015
Figure 25: Dairy Products Purchase, By Major Online Retailers, 2015
Figure 26: Dry & Baking Goods Purchased, By Major Online retailers, 2015
Figure 27: Fruits & Vegetables Purchased, By Major Online Retailers, 2015
Figure 28: Food Grains Purchased, By Major Online Retailers, 2015
Figure 29: Household Products Purchased, By Major Online Retailers, 2015
Figure 30: Meat & Meat Products Purchased, By Major Online Retailers, 2015
Figure 31: Personal Care Products Purchased, By Major Online Retailers, 2015
Figure 32: Other Items Purchased, By Major Online Retailers, 2015
Figure 33: Mode of Payment to Purchase of grocery Products Online,2015
Figure 34: Cashback/Discount Offers Impact Purchase of Groceries Online, 2015
Figure 35: Impact of Cashback/Discounts Offers on Selection of Mode of Payment, By Age Group, 2015
Figure 36: Factors Affecting Grocery Purchase through Online over Physical Stores, 2015
Figure 37: Factors Affecting Satisfaction Level of Customer Buying Grocery Through Online Over Physical Stores, 2015
Figure 38: Drivers for Online Grocery Shopping, 2015

List of Tables

Table 1: India Food & Grocery Formats of Major Players & Number of Stores, 2014
Table 2: North India Wireless and Wireline Subscribers, By Leading State, November 2015 (Million)
Table 3: East India Wireline & Wireless Subscribers, By Leading States, November 2015 (Million)
Table 4: India Online Grocery Company Funding & Investors, By Company, By Round, As of December 2015
Table 5: India Online Grocery Major Players, By Company, Location, Delivery Slots, Minimum Order for Free Delivery, Funding and Current Status
Table 6: Online Purchase of Grocery, By Gender, 2015
Table 7: Purchase of Grocery Products Online, By Age Group, By Educational Qualification, By Occupation, 2015
Table 8: Factors Affecting Buyers, 2015
Table 9: Purchase of Different Products Online, By Age Group, 2015
Table 10: Monthly Spending on Grocery, By Age Group, 2015
Table 11: Monthly Spending on Grocery through Online, By Age Group, 2015
Table 12: Time of Purchase Grocery Products Online, By Age Group, 2015
Table 13: Brand Awareness of Online Grocery Retailers, By Age Group, 2015
Table 14: Product Category Purchase Through Online, By Age Group, 2015
Table 15: Beverages Product Purchase, By Major Online Retailers, By Age Group, 2015
Table 16: Bread & Bakery Product Purchase, By Major Online Retailers, By Age Group, 2015
Table 17: Dairy Product Purchase, By Major Online Retailers, By Age Group, 2015
Table 18: Dry & Baking Goods Purchase, By Major Online Retailers, By Age Group, 2015
Table 19: Fruits & Vegetables Purchase, By Major Online Retailers, By Age Group, 2015
Table 20: Food Grains purchase, By Major Online Retailers, By Age Group
Table 21: Household Products purchase, By Major Online Retailers, By Age Group, 2015
Table 22: Meat Products Purchase, By Major Online Retailers, By Age Group, 2015
Table 23: Personal Care Products Purchase, By Major Online Retailers, By Age Group, 2015
Table 24: Other Items Purchase, By Major Online Retailers, By Age Group, 2015
Table 25: Mode of Payment to Purchase of Grocery Products Online, By Age Group, 2015

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