India Teleshopping Market By Operation Type (Dedicated Channels & Infomercials), By Product Type, By Payment Method (COD, Net Banking, Mobile Wallet, Debit/Credit Card) Competition Forecast & Opportunities, 2011-2021

Description:

Teleshopping is way of selling product through television advertisements that gives complete description of the product, and also provides contact details for the customer to place their orders.

Teleshopping market in India grew significantly over the past few years owing to, increasing disposable income, ease of shopping, rising television penetration in the country. Moreover, increasing offerings by private label brands at affordable prices, growing discounts and offers, coupled with rising working population are other factors driving teleshopping market in India. In addition, improving standard of living, coupled with changing consumers tastes and preference from traditional way of shopping to new and innovative forms

According to "India Teleshopping Market By Operation Type, By Product Type, By Payment Method Competition Forecast & Opportunities, 2011-2021", teleshopping market in India is projected to exhibit a CAGR of 17.20% during 2016-2021.

In 2015, dedicated channels segments accounted for lions share in teleshopping market in the country, and is forecast to maintain its dominance through 2021, owing to 24 hours telecast, continuous announcement of various cashbacks/ discounts offers and branded products that are offered.

Cash on Delivery dominated India teleshopping market in 2015, and the same trend is expected to continue during the forecast period owing to rising customer preference towards cash on delivery as a payment method, as customers do not have to pay anything at the time of order, and instead pay at the time of delivery, which also boost confidence of new and existing customers on teleshopping companies.

"India Teleshopping Market By Operation Type, By Product Type, By Payment Method Competition Forecast & Opportunities, 2011-2021" discusses the following aspects of the Teleshopping in India:

- India Teleshopping Market Size, Share & Forecast
- Segmental Analysis - By Product Type (Dedicated Channels & Infomercials), By Operation Type (Consumer Appliances, Apparel & Accessories, Home Furnishing, Hardware, Others), By Payment Method (Cash on Delivery, Net Banking, Mobile Wallet, Debit Card/Credit Card)
- Policy and Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of the India Teleshopping Market
- To identify the customer preference towards Teleshopping
- To help industry consultants, Teleshopping companies, distributors and dealers 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
- To 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

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with Teleshopping companies & industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and other proprietary databases.
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* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  
Mr  [ ]  Mrs  [ ]  Dr  [ ]  Miss  [ ]  Ms  [ ]  Prof  [ ]
First Name: ____________________________  Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
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