



E-Commerce transactions in India to be worth \$40-45 billion by 2020

Mumbai, 14th March 2018: E-commerce transactions will be worth \$40-45 billion by 2020 driven by shoppers above the age group of 35 years and largely women and citizens from small towns, according to Google's research on Online Fashion Consumer Behavior released as part of India Business of Fashion Report, 2018 at the India Fashion Forum.

As per the report, apparel and consumer electronics will account for the biggest chunk of e-commerce transactions growth while fashion was the most searched shopping category on Google. Every third search is related to clothing, footwear, jewelry or beauty and personal care.

In 2017, the overall fashion category grew at a healthy around 53%, clothing dominated with a share of around 51%.

The Google research chapter in India Business of Fashion Report 2018 is authored by **Nitin Bawankule, Director Sales, Google India.**

Among the other trends documented in the report indicated over 80% queries for apparel being generated from mobile phones while 63% of searches for apparel are coming from top eight cities including Lucknow, Jaipur, Indore and Chandigarh.

Overall, there are 43 crore internet users as of 2017, a rise of 1.8 times over 2013 and 320 million smartphone users, a rise of 4.7 times over same period. Internet users are expected to grow 1.5 times from a third of the population to nearly half of the population by 2020 (60 crore).

As per India Business of Fashion Report, the size of the Indian Retail Market was estimated at Rs 46,15,000 Crore (\$710 billion) in 2017.

It is expected to reach Rs 1,08,58,000 Crore (\$1,672 billion) by 2027, growing at a CAGR of 9%. Corporatized retail had only a share of 11% in 2017, out of which, e-retail accounted for meager 2% (Rs 92,300 crore). The Indian E-retail market is estimated at \$16.3 billion in 2017 and is expected to grow at CAGR of 45% to reach \$49.5 billion by 2020.

Apparel and accessories contributes approximately 8 % of the total merchandise retail market of \$710 billion, and is the 2nd largest after food & grocery, the report said.

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