

E-COMMERCE IN INDIA



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OVERVIEW

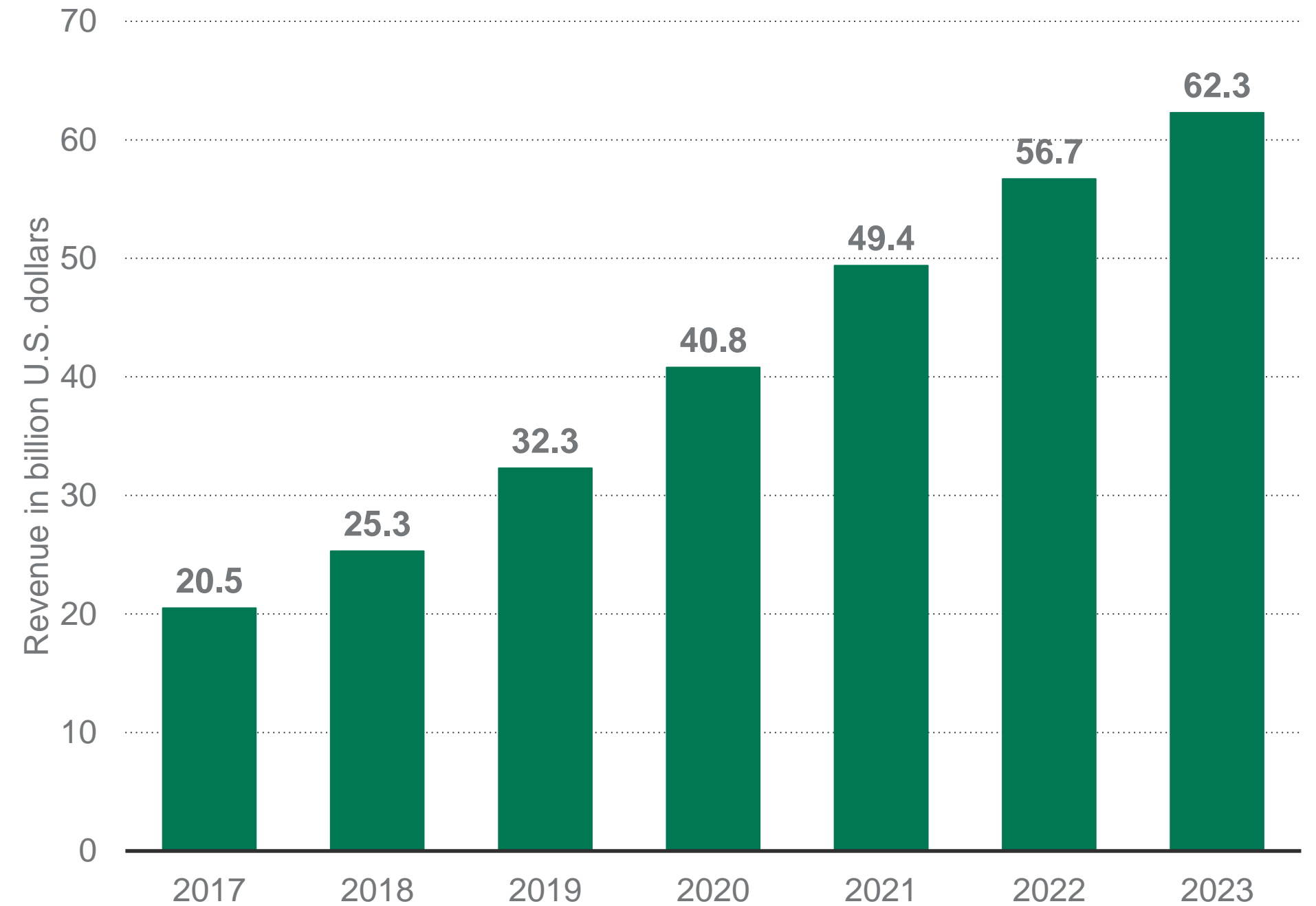


E-COMMERCE IN INDIA



INDIA: RETAIL E-COMMERCE REVENUE FORECAST FROM 2017 TO 2023 (IN BILLION U.S. DOLLARS)

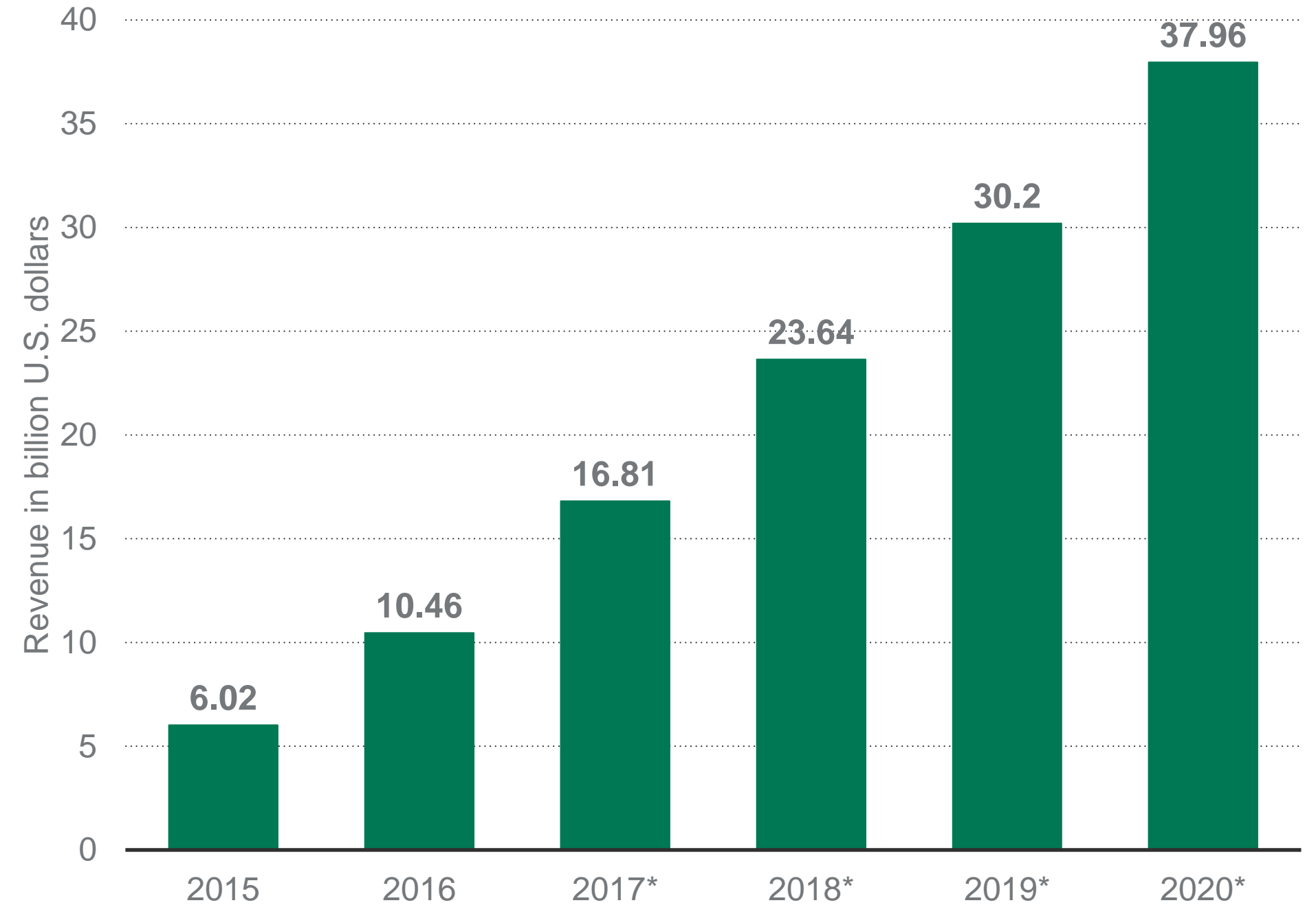
Note: 2018
Further information regarding this statistic can be found on [page 34](#).
Source(s): Statista; [ID 289770](#)





RETAIL M-COMMERCE SALES IN INDIA FROM 2015 TO 2020 (IN BILLION U.S. DOLLARS)

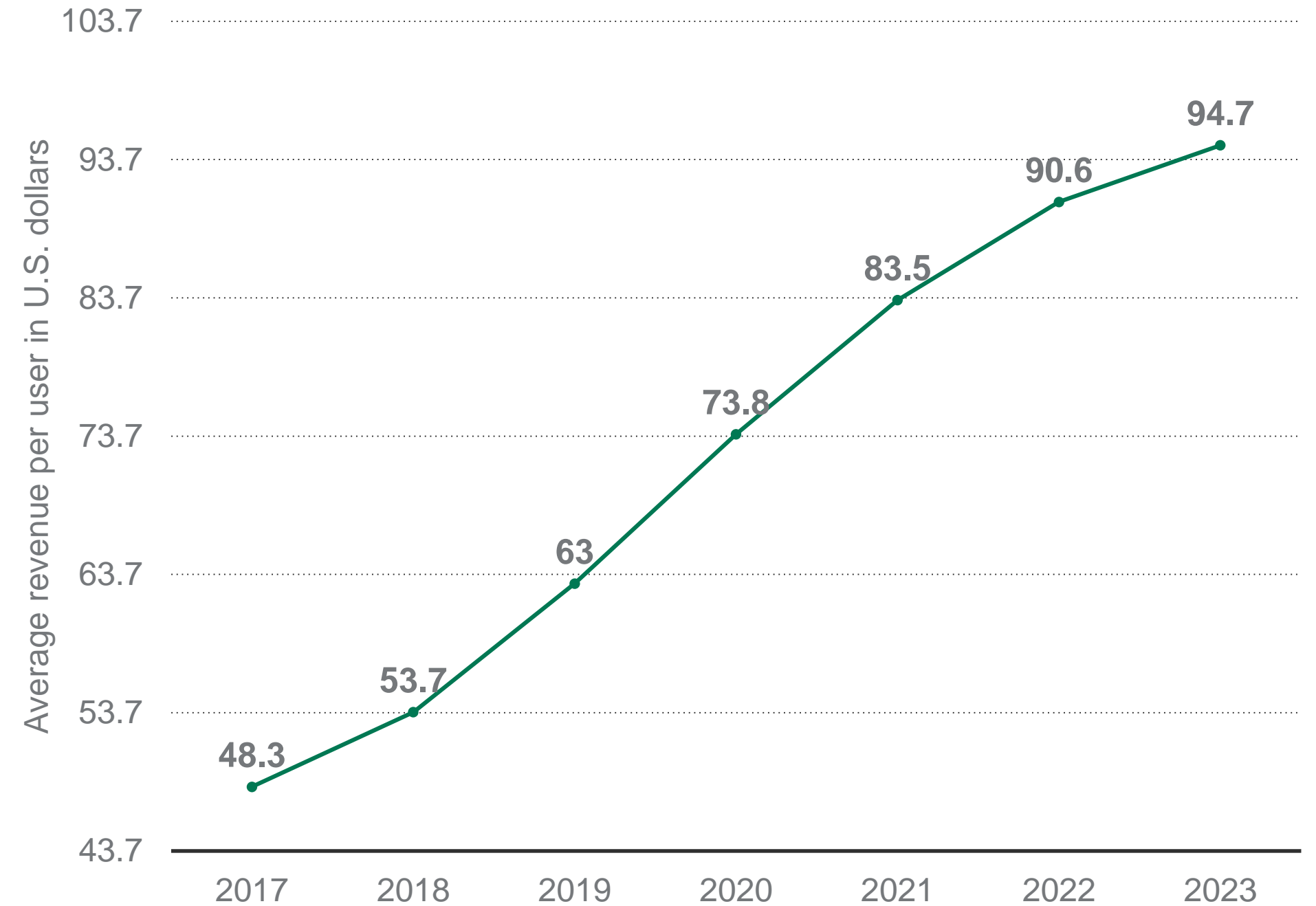
Note: India; 2015 to 2016
Further information regarding this statistic can be found on [page 35](#).
Source(s): eMarketer; [ID 266119](#)





AVERAGE RETAIL E-COMMERCE REVENUE PER USER IN INDIA FROM 2017 TO 2023 (IN U.S. DOLLARS)

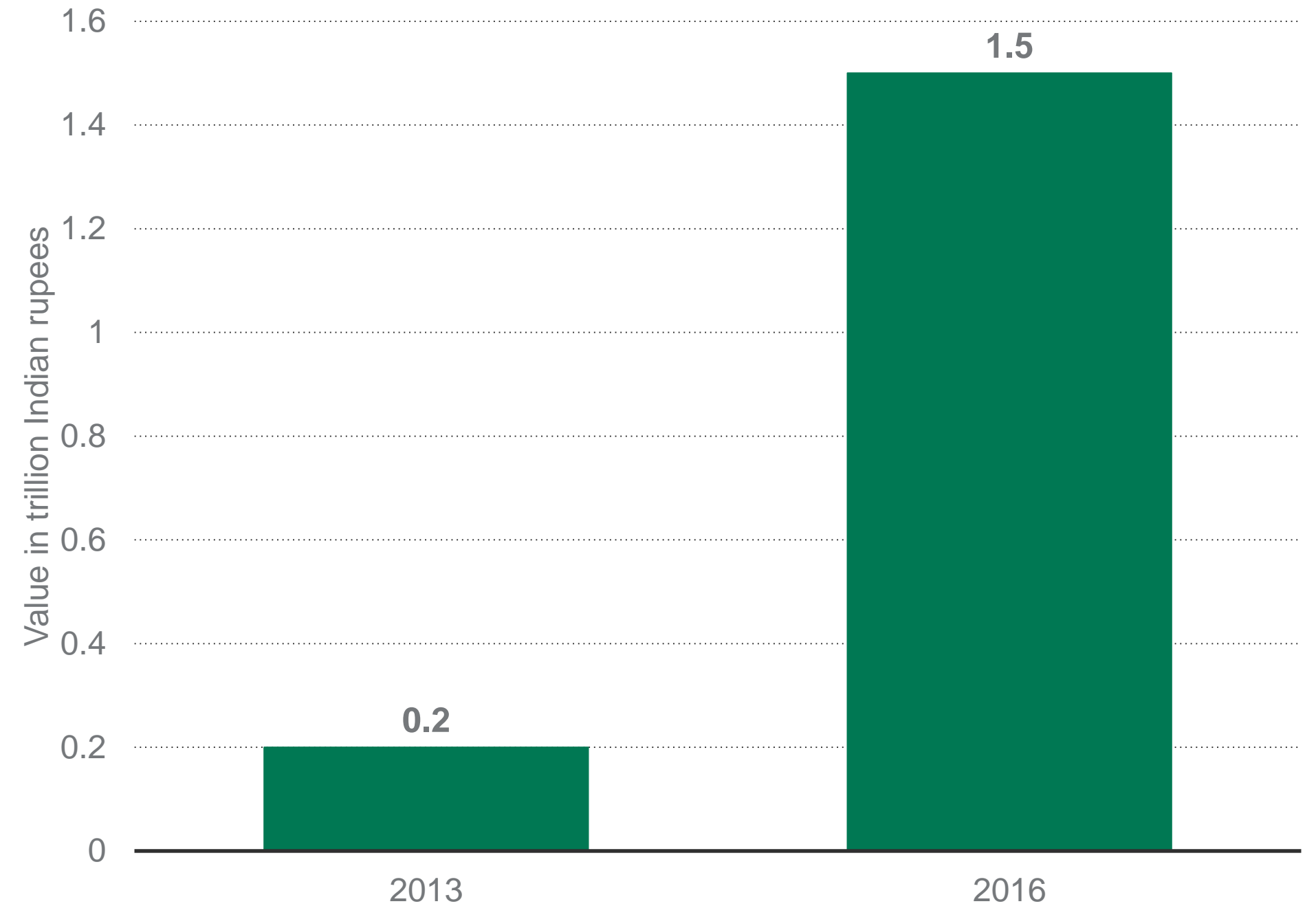
Note: 2018
Further information regarding this statistic can be found on [page 36](#).
Source(s): Statista; [ID 226160](#)





VALUE OF THE E-COMMERCE MARKET IN INDIA IN 2013 AND 2016 (IN TRILLION INDIAN RUPEES)

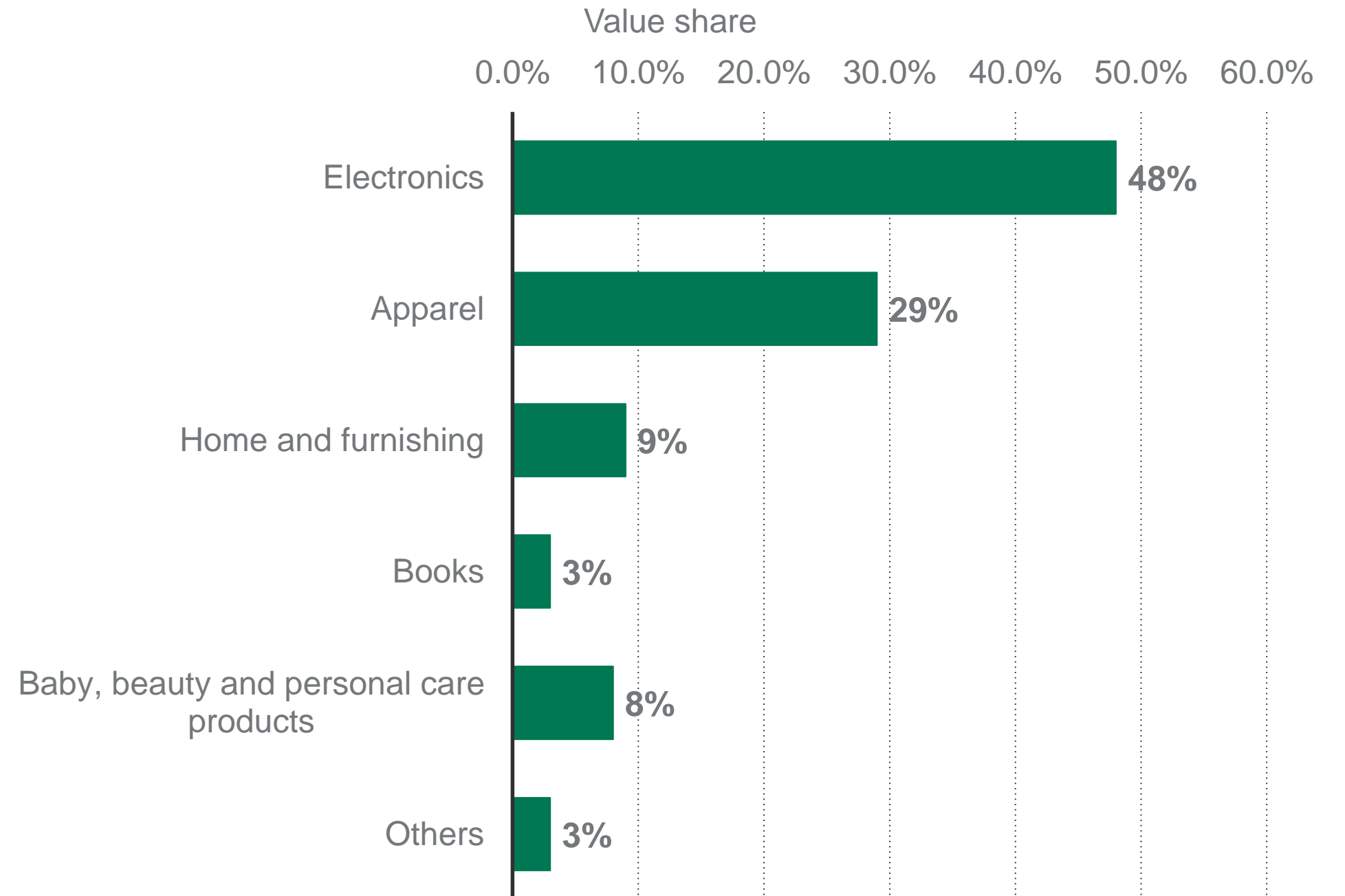
Note: India; 2013 and 2016
Further information regarding this statistic can be found on [page 37](#).
Source(s): Bain & Company; Euromonitor; [ID 753537](#)





SHARE OF E-COMMERCE RETAIL MARKET VALUE ACROSS INDIA IN 2018, BY SEGMENT

Note: India; 2018
Further information regarding this statistic can be found on [page 38](#).
Source(s): India Brand Equity Foundation; KPMG; [ID 792629](#)



DIGITAL RETAIL

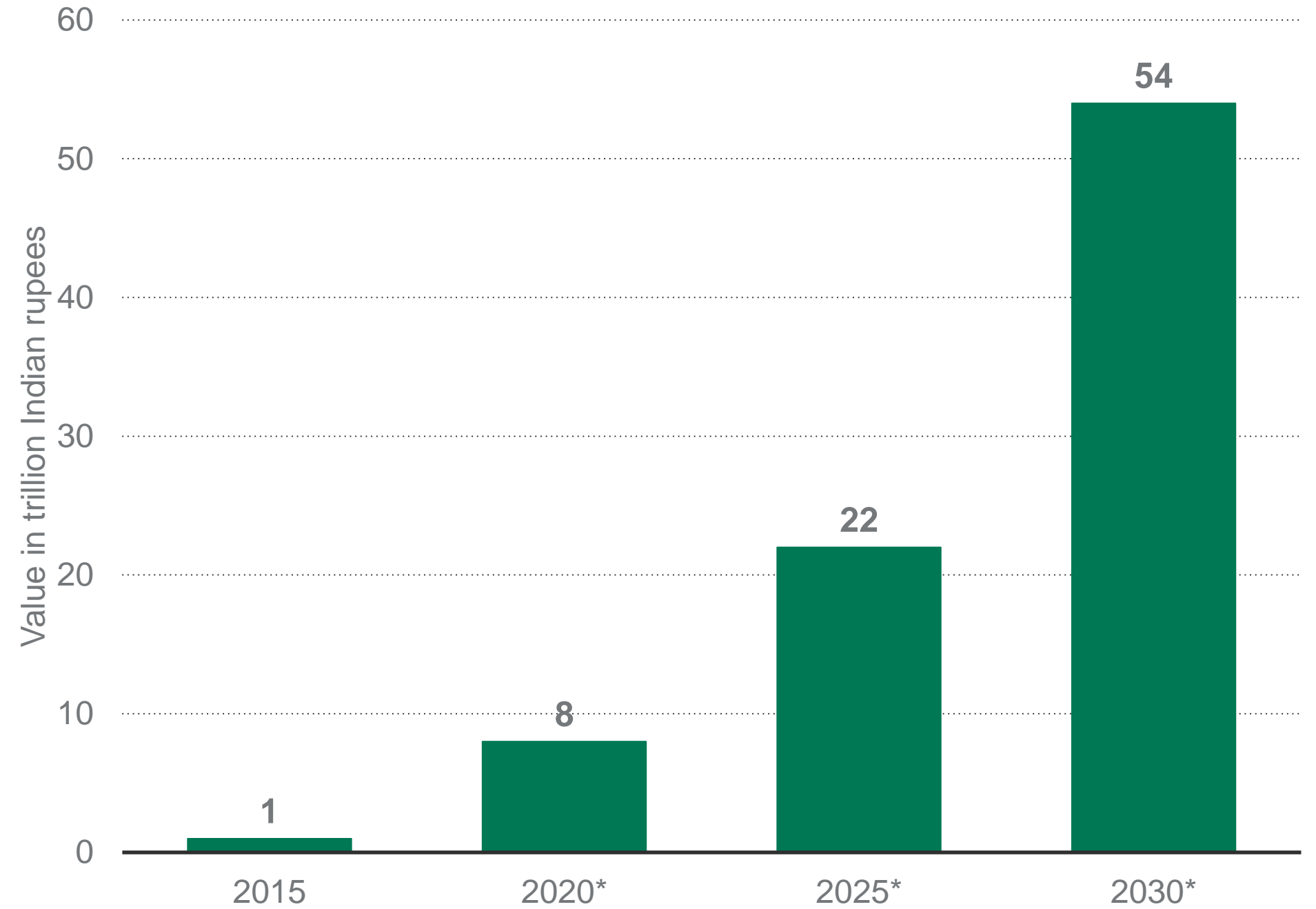


E-COMMERCE IN INDIA



ELECTRONIC RETAIL (E-TAIL) MARKET SIZE IN INDIA FROM 2015 TO 2030 (IN TRILLION INDIAN RUPEES)

Note: India; 2015
Further information regarding this statistic can be found on [page 39](#).
Source(s): PwC; [ID 800085](#)

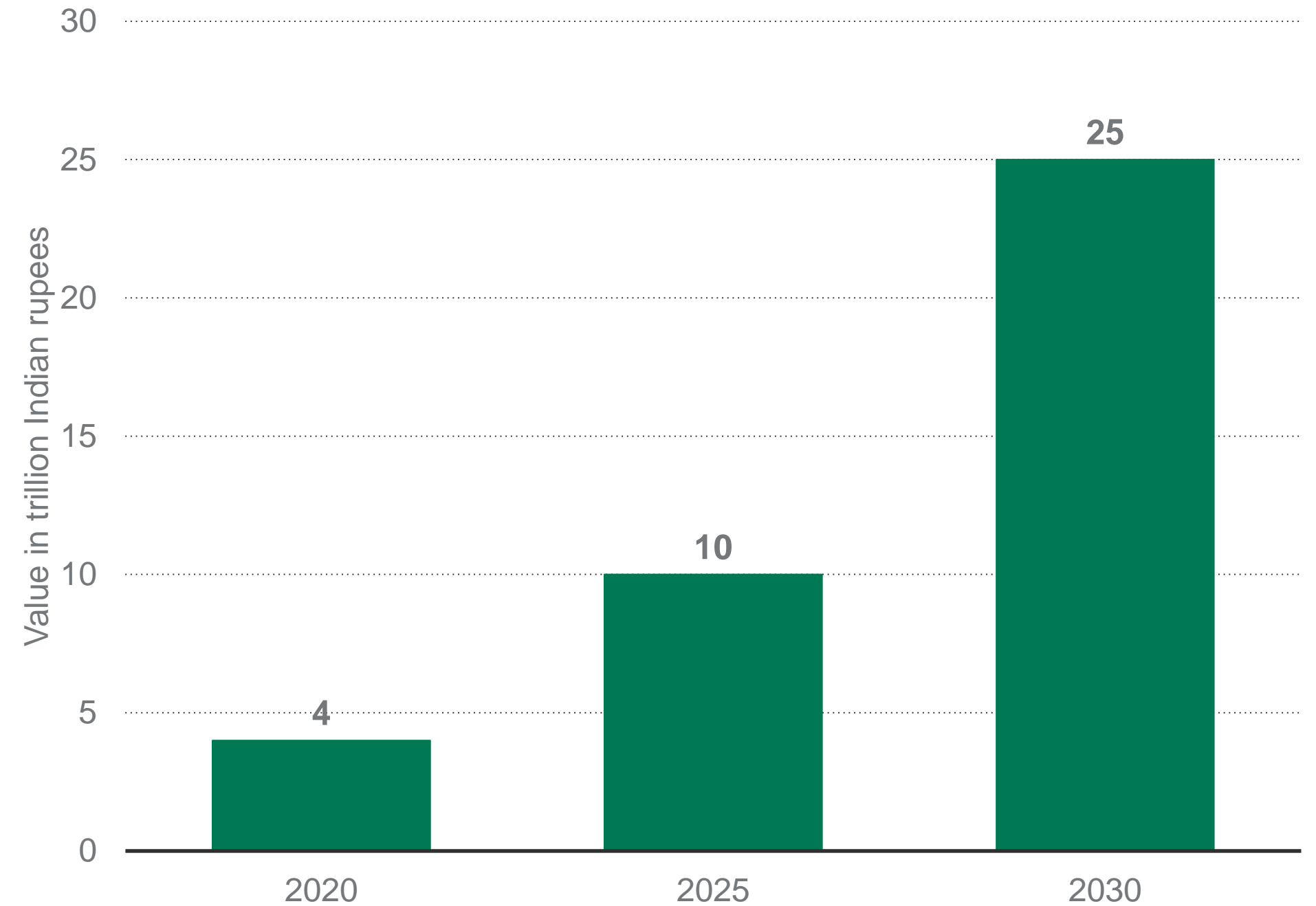




FORECASTED ELECTRONIC RETAIL (E-TAIL) MARKET SIZE OF APPAREL AND FOOTWEAR IN INDIA FROM 2020 TO 2030 (IN TRILLION INDIAN RUPEES)

Note: India; 2015
Further information regarding this statistic can be found on [page 40](#).
Source(s): PwC; [ID 800101](#)

FORECASTED E-TAIL MARKET SIZE OF APPAREL AND FOOTWEAR IN INDIA 2020-2030

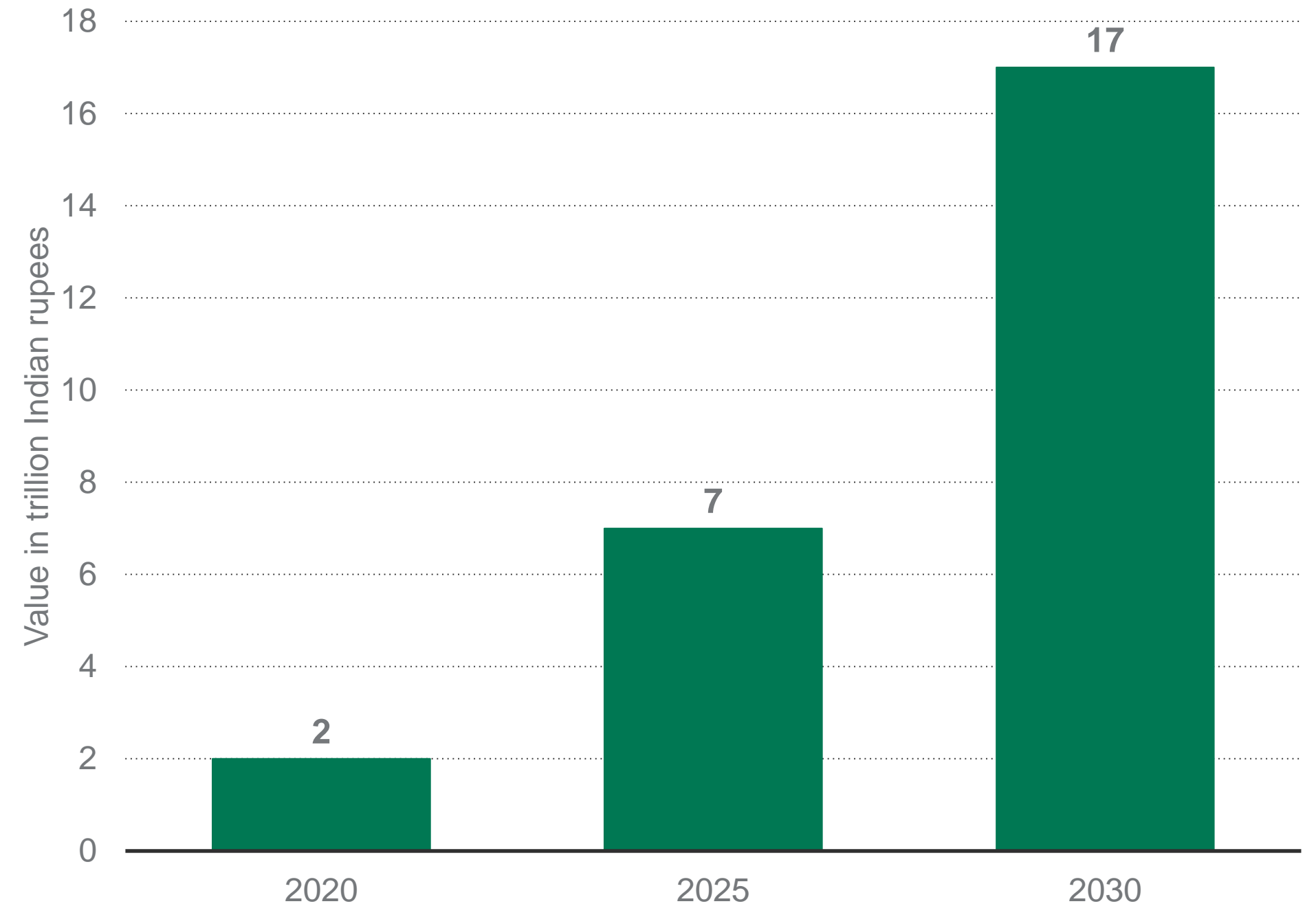




FORECASTED ELECTRONIC RETAIL (E-TAIL) MARKET SIZE OF CONSUMER ELECTRONICS AND APPLIANCES IN INDIA FROM 2020 TO 2030 (IN TRILLION INDIAN RUPEES)

Note: India; 2015
Further information regarding this statistic can be found on [page 41](#).
Source(s): PwC; [ID 800113](#)

FORECASTED E-TAIL MARKET SIZE OF ELECTRONICS AND APPLIANCES IN INDIA 2020-2030





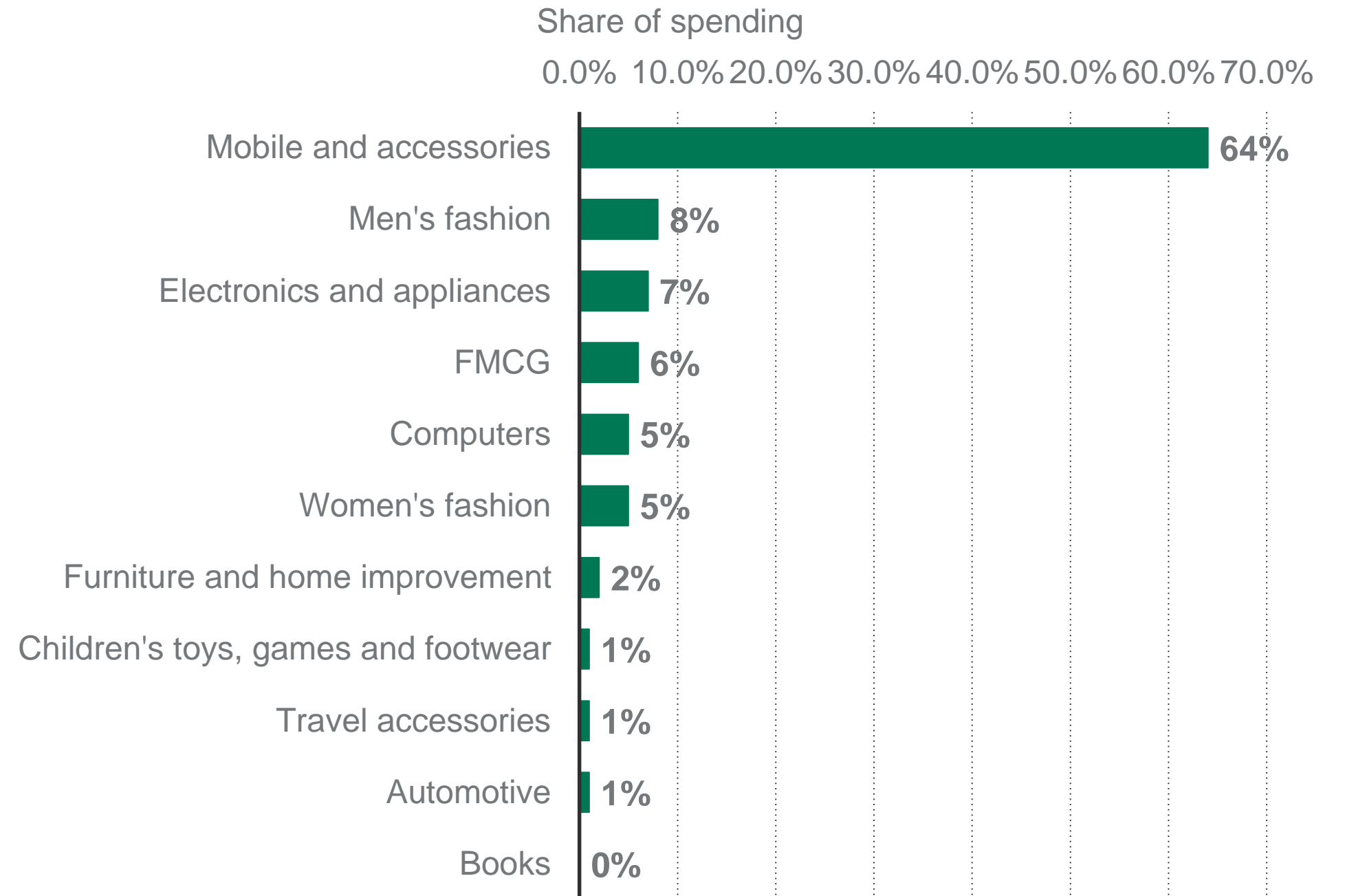
SHARE OF SPENDING ON ONLINE SHOPPING ACROSS INDIA IN 2018, BY CATEGORY



Note: India; 2018

Further information regarding this statistic can be found on [page 42](#).

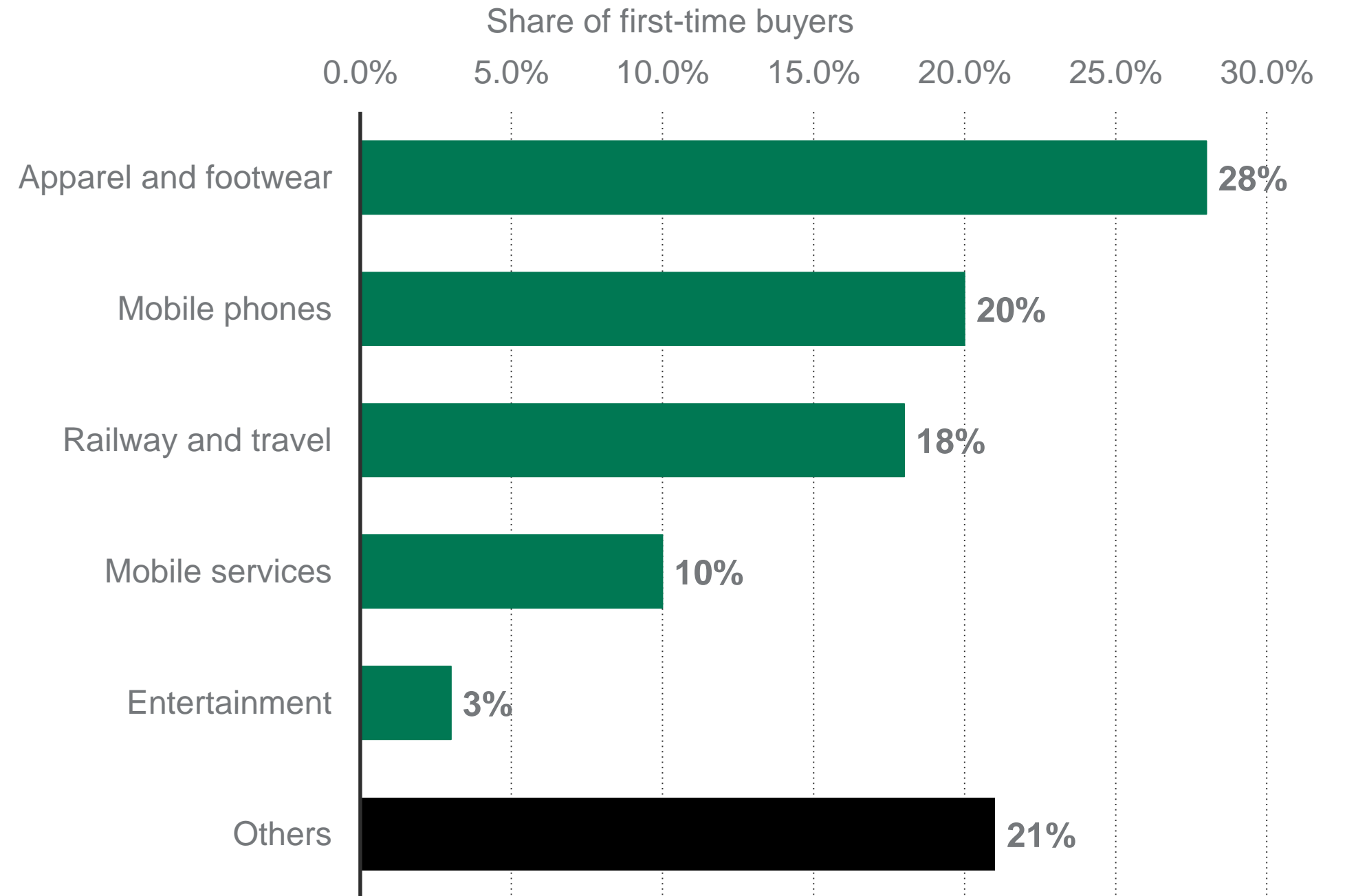
Source(s): Kantar Millward Brown; IMRB; [ID 912666](#)





SHARE OF FIRST-TIME ONLINE BUYERS ACROSS INDIA IN 2016, BY CATEGORY PURCHASED

Note: Asia, India; 2016; 18,000
 Further information regarding this statistic can be found on [page 43](#).
Source(s): BCG; Facebook; [ID 732294](#)

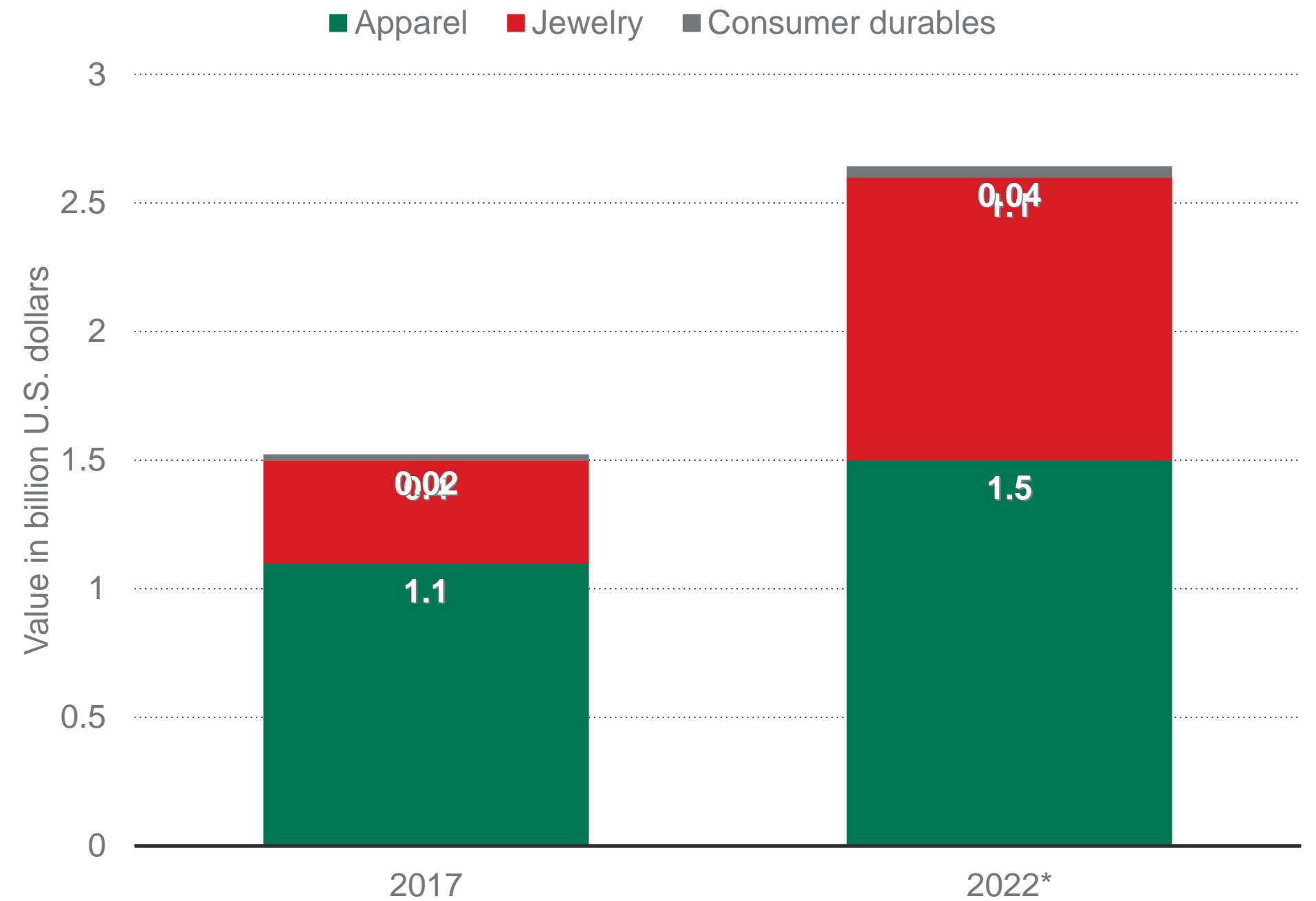




INTERNATIONAL ONLINE SALES OF INDIAN BRANDS ACROSS INDIA IN 2017 WITH AN ESTIMATE FOR 2022, BY CATEGORY (IN BILLION U.S. DOLLARS)

Note: India; 2017
Further information regarding this statistic can be found on [page 44](#).
Source(s): KPMG; [ID 937028](#)

INTERNATIONAL ONLINE SALES OF INDIAN BRANDS IN INDIA 2017-2022 BY CATEGORY

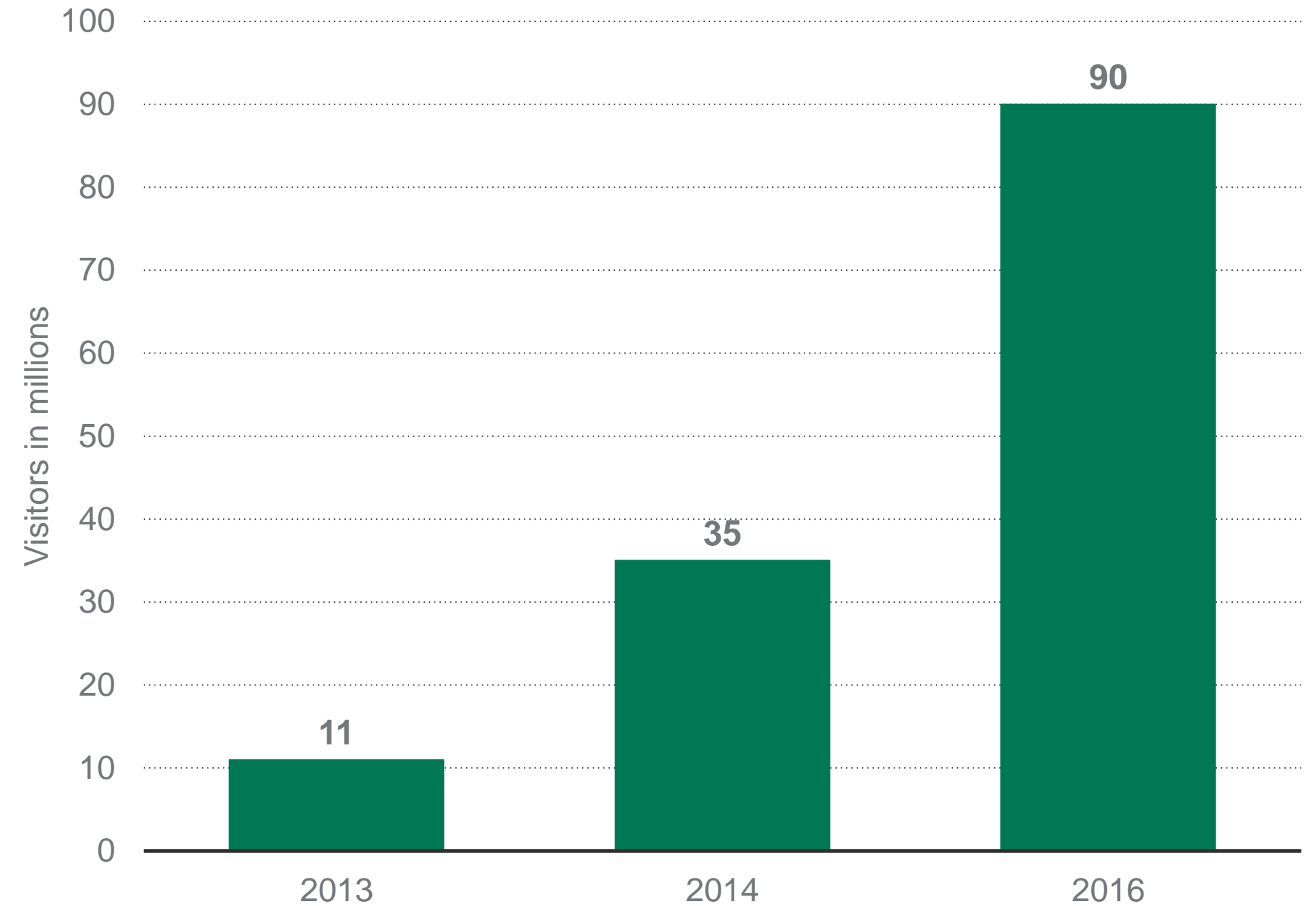




NUMBER OF MONTHLY ONLINE VISITORS ON ZOMATO ACROSS INDIA FROM 2013 TO 2016 (IN MILLIONS)*

Note: India; 2013 to 2016
Further information regarding this statistic can be found on [page 45](#).
Source(s): Deloitte; The Financial Express (India); [ID 872419](#)

NUMBER OF MONTHLY ONLINE VISITORS ON ZOMATO ACROSS INDIA FROM 2013-2016



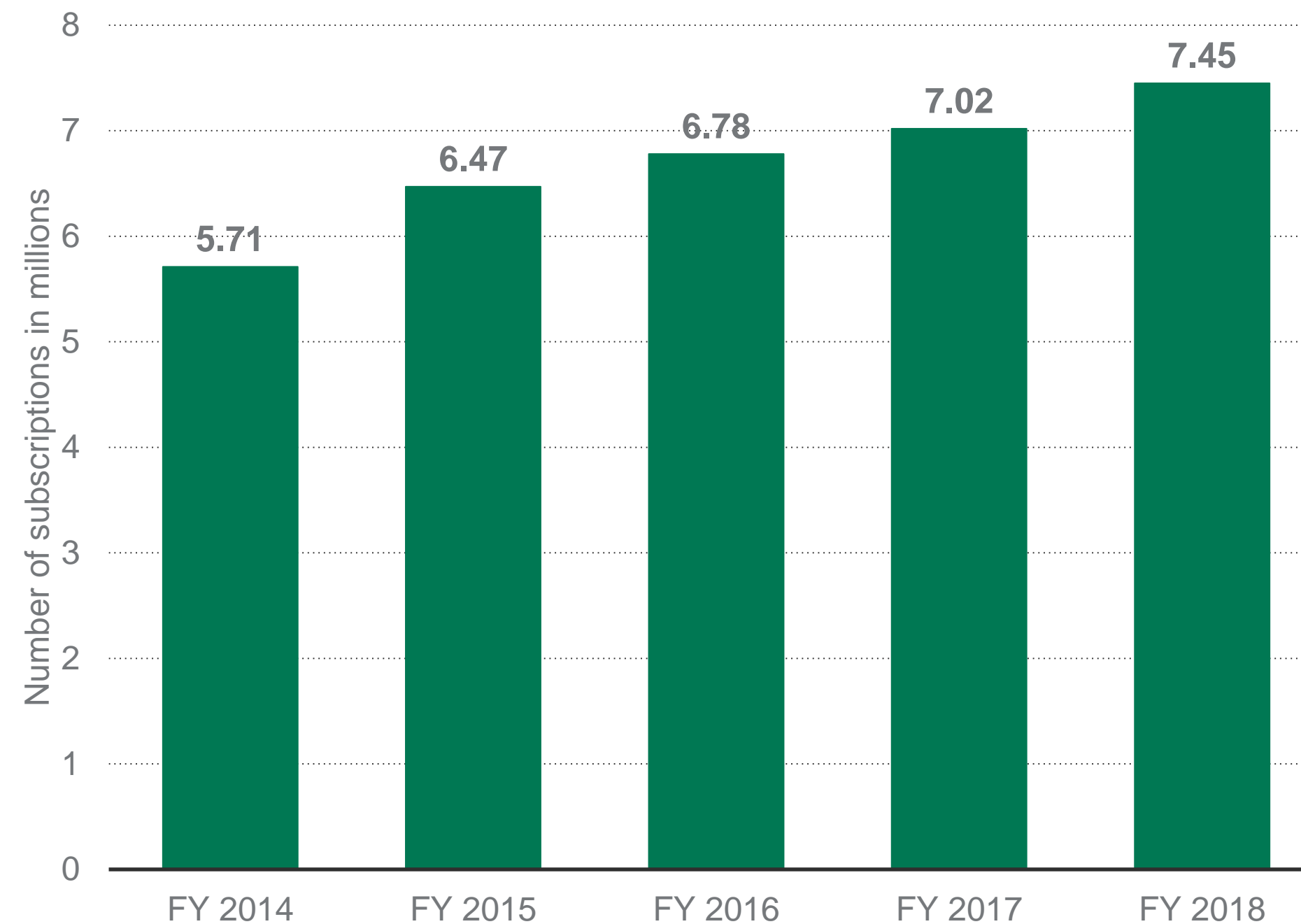
PAID DIGITAL CONSUMPTION

E-COMMERCE IN INDIA



NUMBER OF PAID SUBSCRIPTIONS ON MATRIMONY.COM IN INDIA FROM FY 2014 TO FY 2018 (IN MILLIONS)

Note: India; FY 2014 to FY 2018; India's financial year runs from April 1 to March 31. For example, FY 2017 started on April 1, 2016 and ended on March 31, 2017.
Further information regarding this statistic can be found on [page 46](#).
Source(s): Matrimony.com; [ID 910144](#)



ONLINE SALES MARKET FOR INDIAN TRAVEL PROVIDERS FROM INTERNATIONAL TRAVELERS TO INDIA IN 2017 WITH AN ESTIMATE FOR 2022, BY CATEGORY (IN BILLION U.S. DOLLARS)

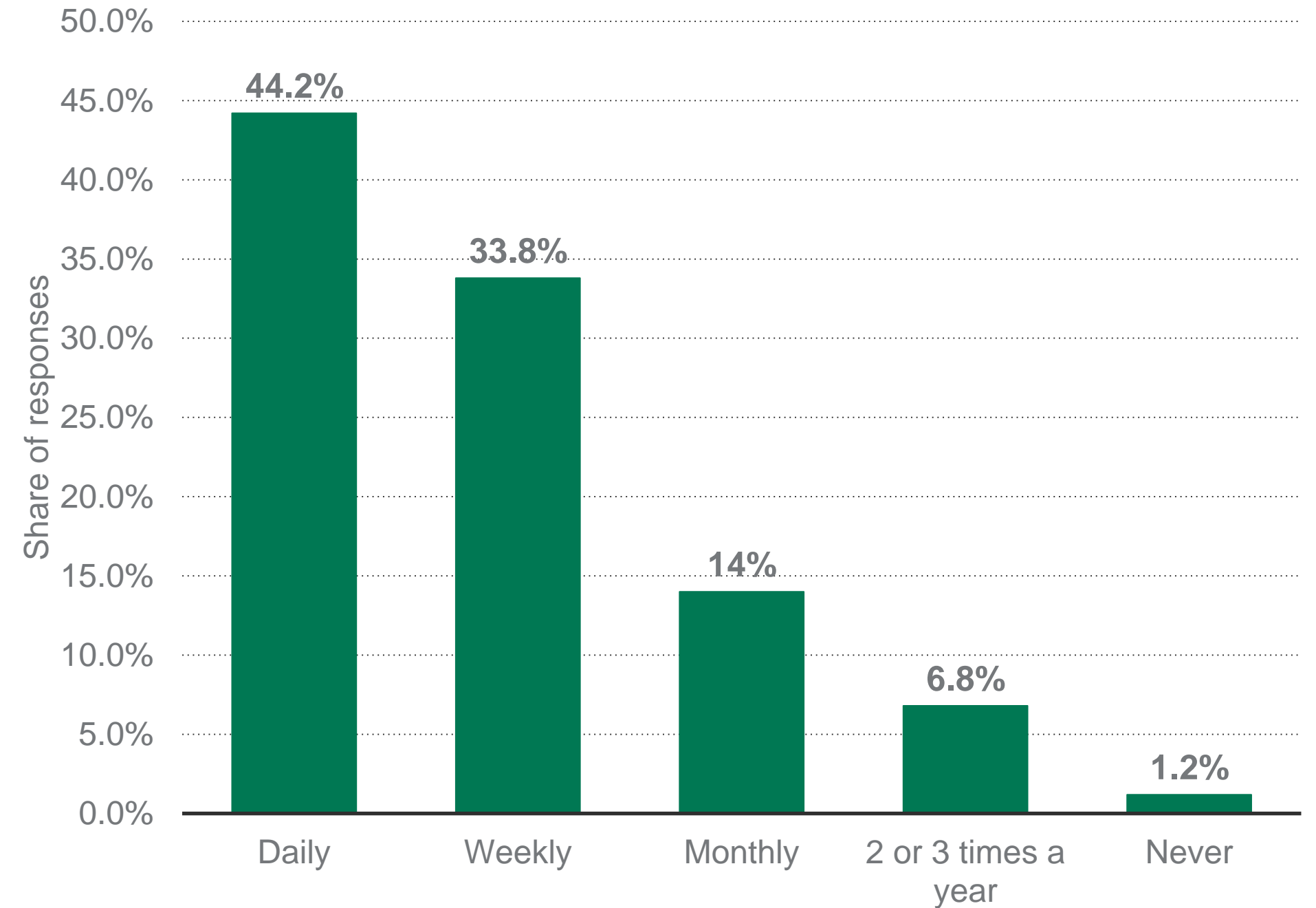
Note: India; 2017
Further information regarding this statistic can be found on [page 47](#).
Source(s): KPMG; [ID 936897](#)





FREQUENCY OF DIGITAL MUSIC CONSUMPTION AMONG INDIAN CONSUMERS IN 2018, BY CATEGORY*

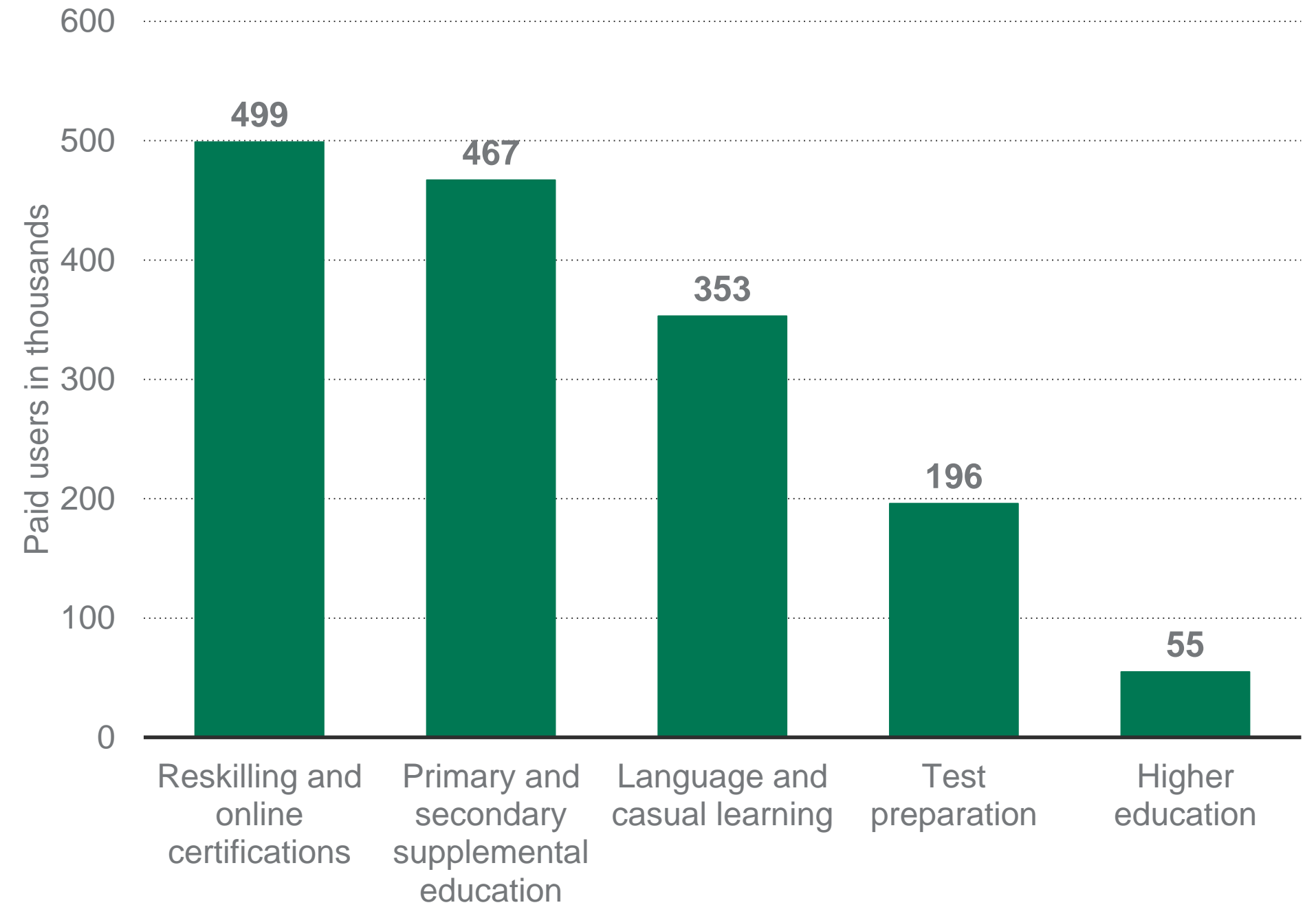
Note: India; May 8 to May 18, 2018; 18 years and older; 500 Respondents
 Further information regarding this statistic can be found on [page 48](#).
Source(s): Limelight Networks; [ID 978471](#)





NUMBER OF PAID USERS IN THE ONLINE EDUCATION MARKET ACROSS INDIA IN 2016, BY CATEGORY (IN 1,000S)

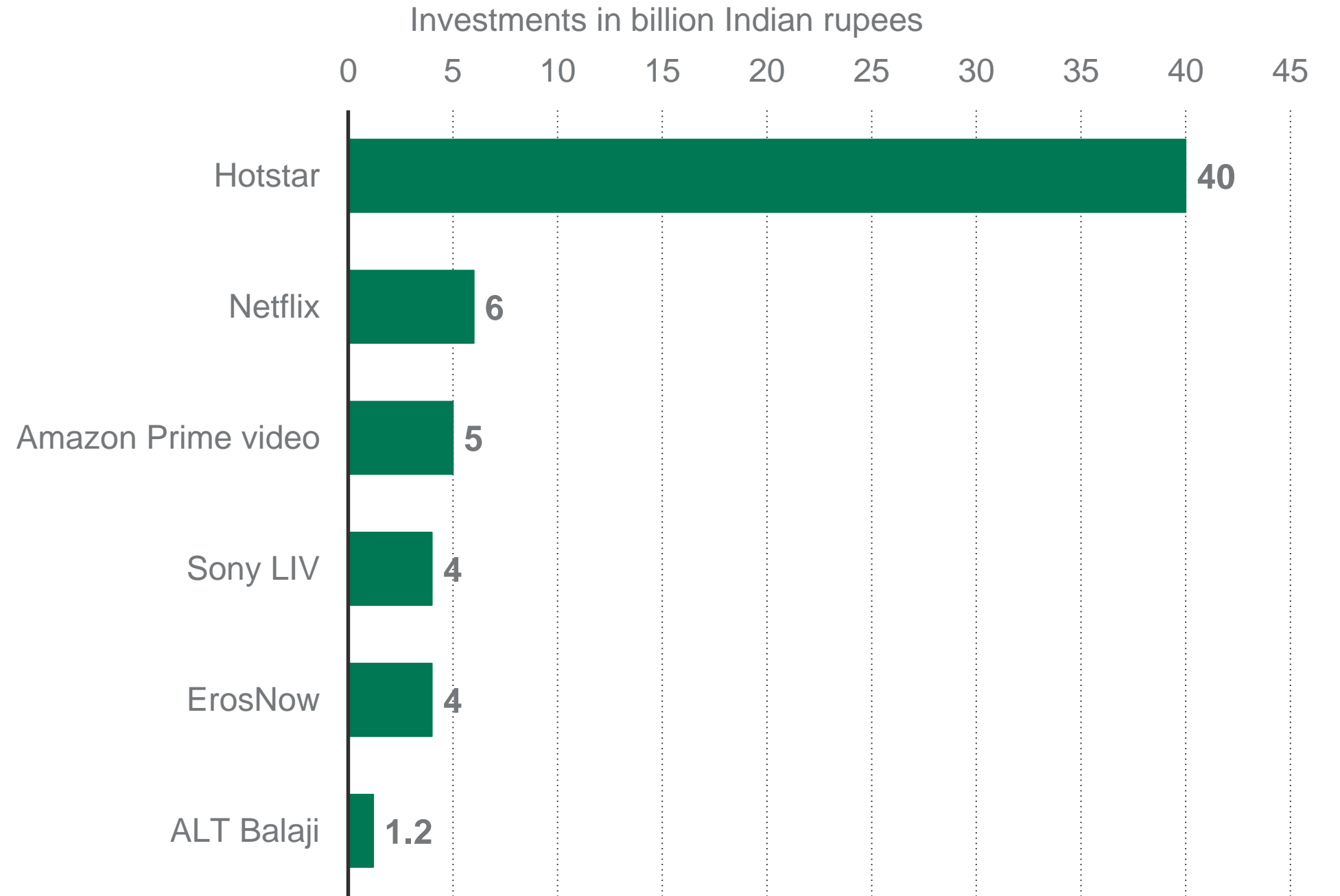
Note: India; 2016
Further information regarding this statistic can be found on [page 49](#).
Source(s): KPMG; India Brand Equity Foundation; [ID 746603](#)





LEADING OVER-THE-TOP (OTT) MEDIA INVESTORS FOR ORIGINAL CONTENT IN INDIA IN 2017 (IN BILLION INDIAN RUPEES)*

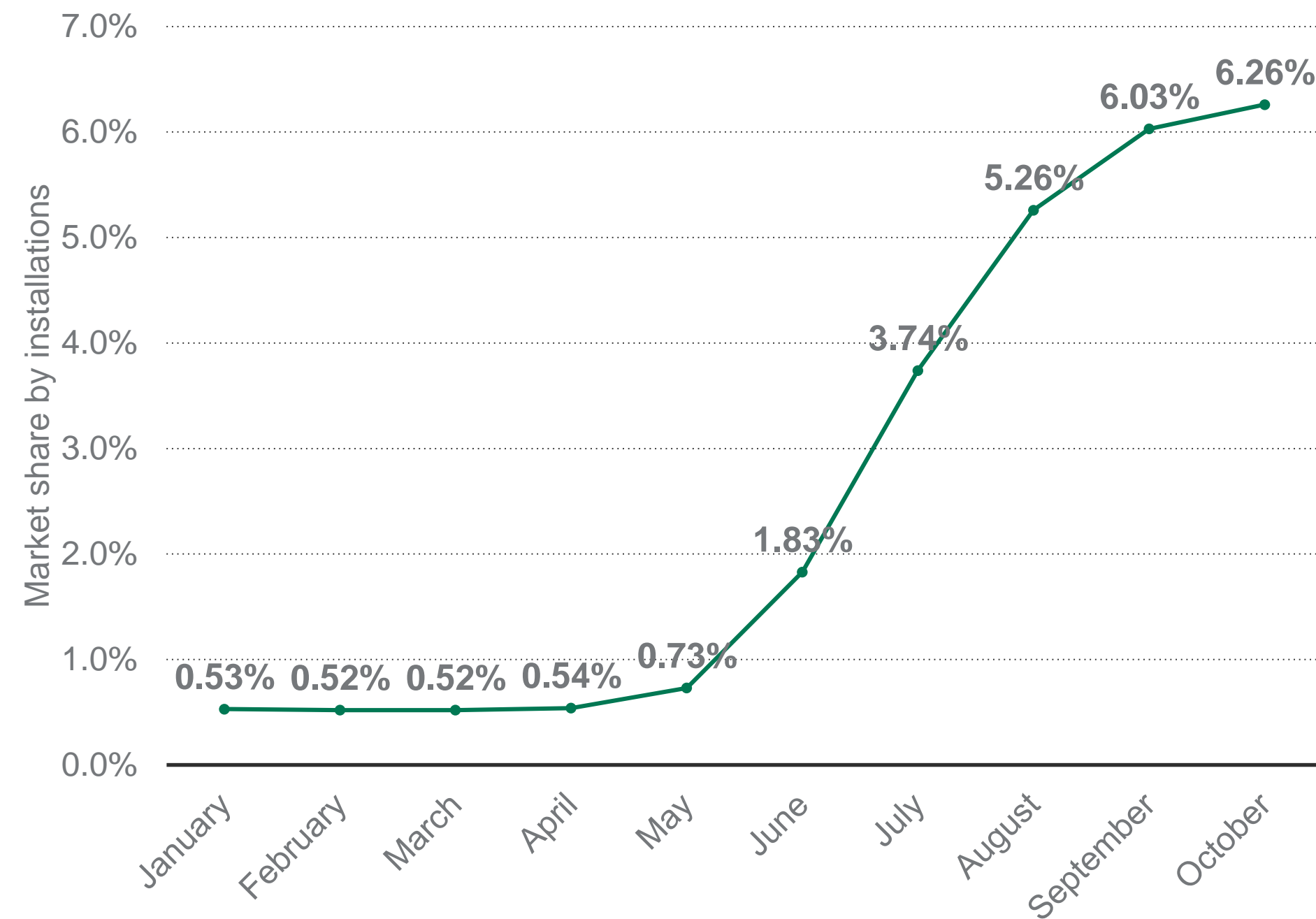
Note: India; 2017
Further information regarding this statistic can be found on [page 50](#).
Source(s): BCG; Ovum; [ID 971880](#)





MONTHLY SHARE OF NETFLIX ACROSS INDIA AS OF OCTOBER 2018, BY INSTALLATIONS

Note: India; January to October 2018
 Further information regarding this statistic can be found on [page 51](#).
Source(s): Business Standard; Website (KalaGato); [ID 965938](#)



SHOPPING BEHAVIOR

E-COMMERCE IN INDIA



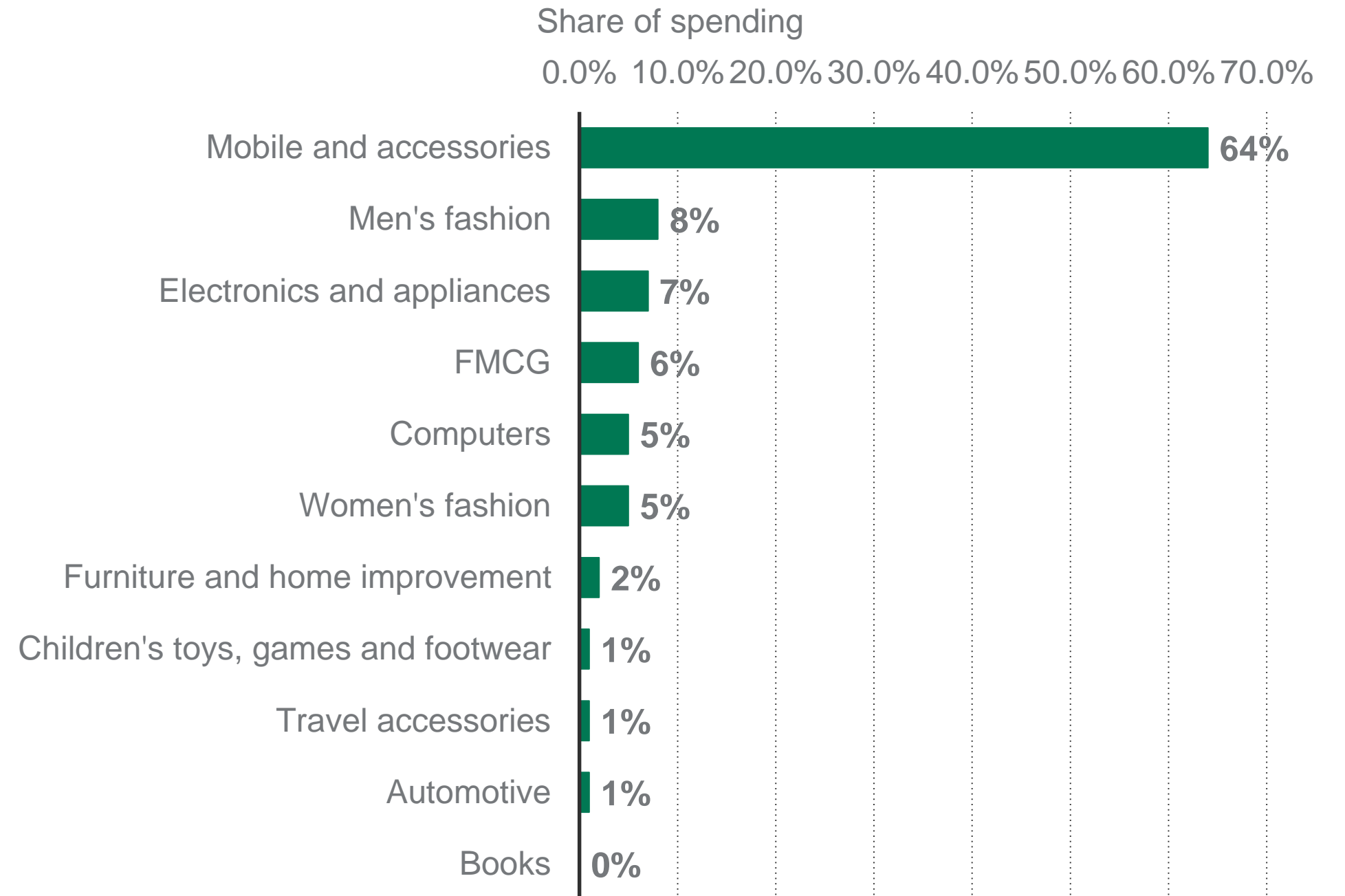
SHARE OF SPENDING ON ONLINE SHOPPING ACROSS INDIA IN 2018, BY CATEGORY



Note: India; 2018

Further information regarding this statistic can be found on [page 52](#).

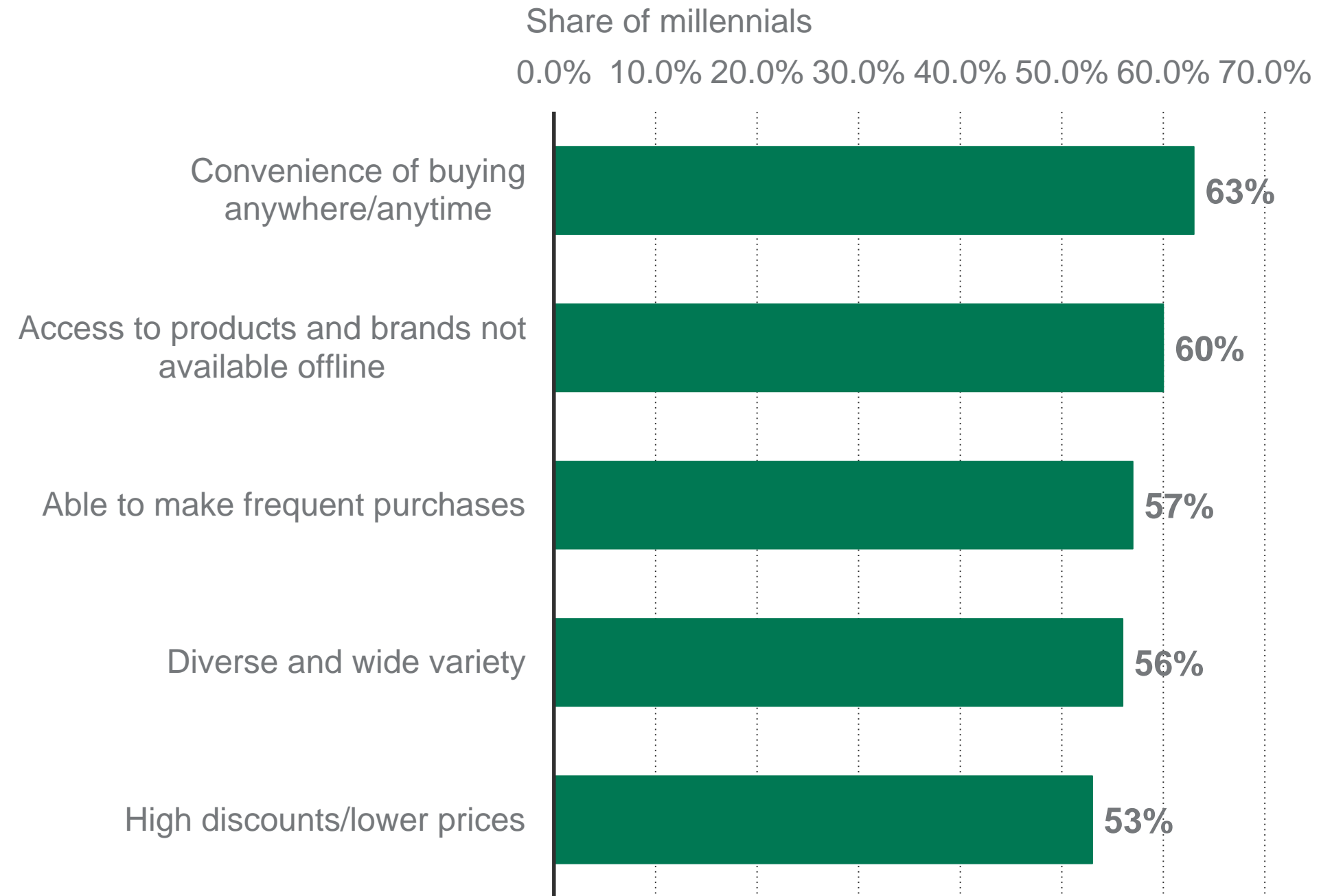
Source(s): Kantar Millward Brown; IMRB; [ID 912666](#)





LEADING REASONS FOR MILLENNIALS TO SHOP ONLINE ACROSS INDIA IN 2018

Note: India; As of February 2018; Based on survey of millennials having access to internet
 Further information regarding this statistic can be found on [page 53](#).
Source(s): Deloitte; [ID 937535](#)





SHARE OF YOUNG CONSUMERS WHO SHOP ONLINE AND AT MALLS IN INDIA AS OF JULY 2018, BY INCOME LEVEL (IN INDIAN RUPEES PER MONTH)

Note: India; July 2018; 18 years and older; 5000 Respondents
Further information regarding this statistic can be found on [page 54](#).
Source(s): Livemint; YouGov; [ID 963523](#)

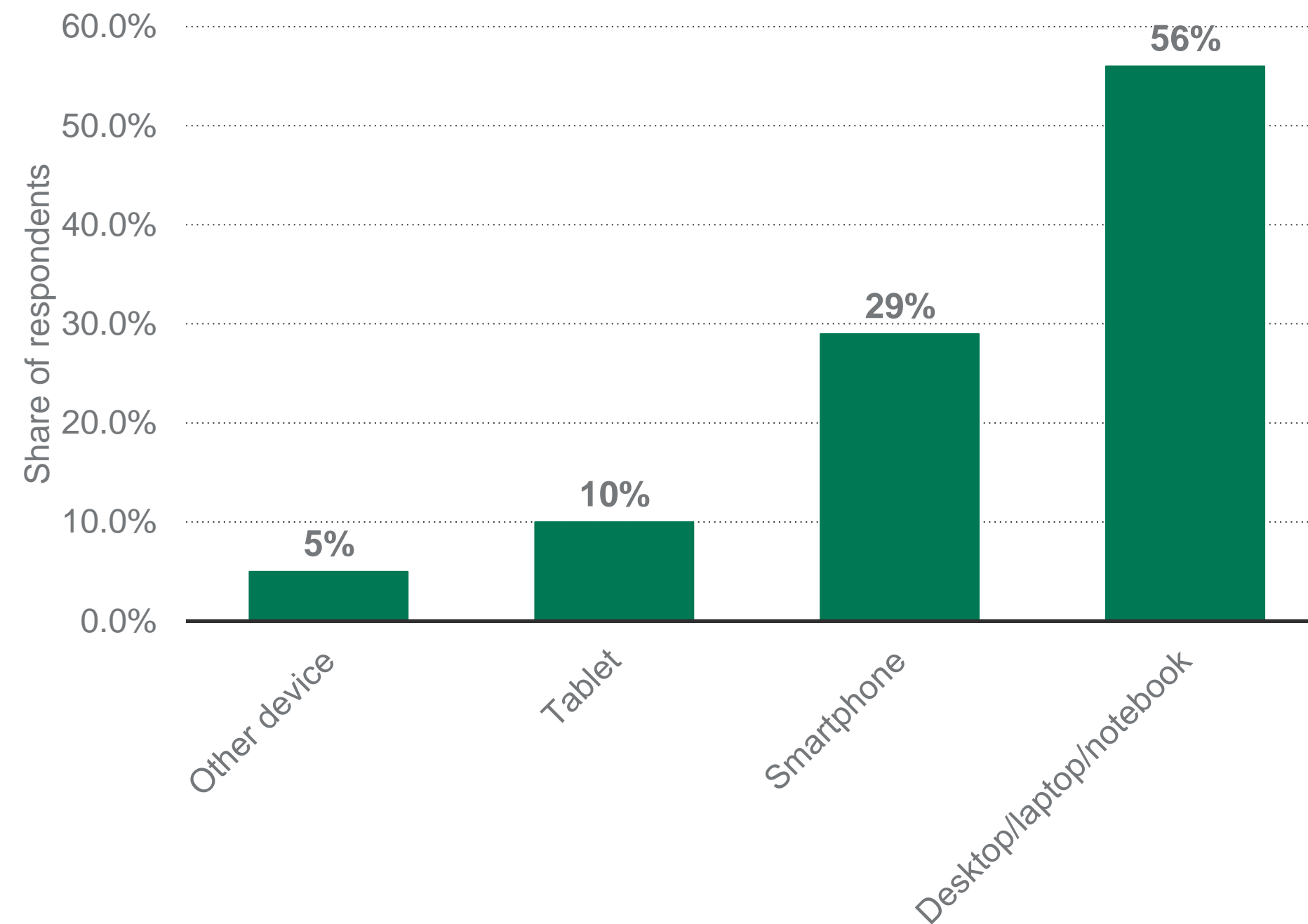
SHARE OF YOUNG CONSUMERS WHO SHOP ONLINE AND AT MALLS IN INDIA 2018 BY INCOME LEVEL





ONLINE SHOPPERS' MOST USED DEVICES IN INDIA 2016

Note: India; August to October 2016; 18+; 665 Respondents;
Among online shoppers.
Further information regarding this statistic can be found on [page 55](#).
Source(s): PayPal; Ipsos; [ID 748320](#)

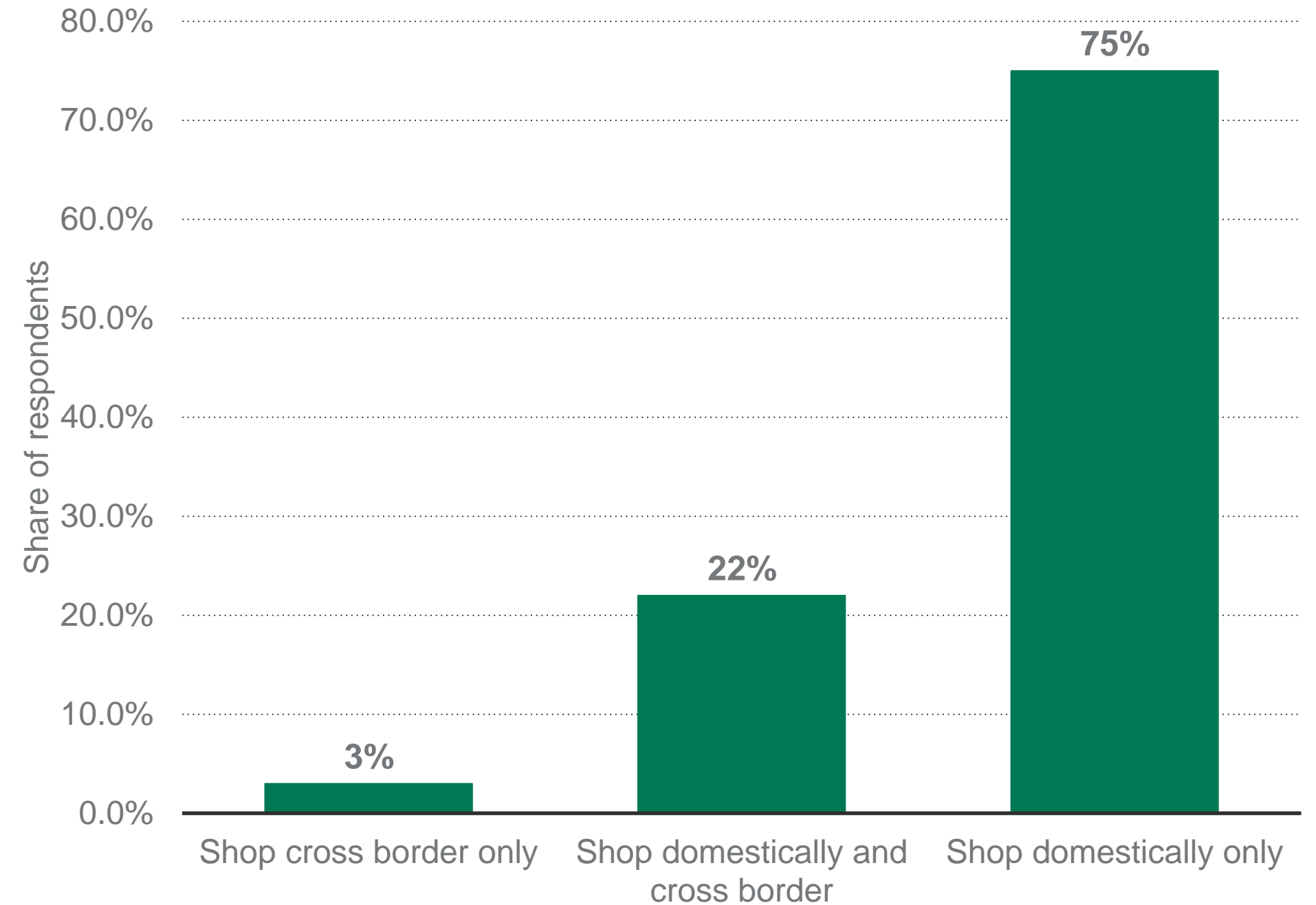




SHARE OF ONLINE SHOPPERS WHO PURCHASED DOMESTICALLY AND CROSS-BORDER IN INDIA IN 2016

Note: Asia, India; August to October 2016; 18+; 665 Respondents; Among online shoppers.
Further information regarding this statistic can be found on [page 56](#).
Source(s): PayPal; Ipsos; [ID 748272](#)

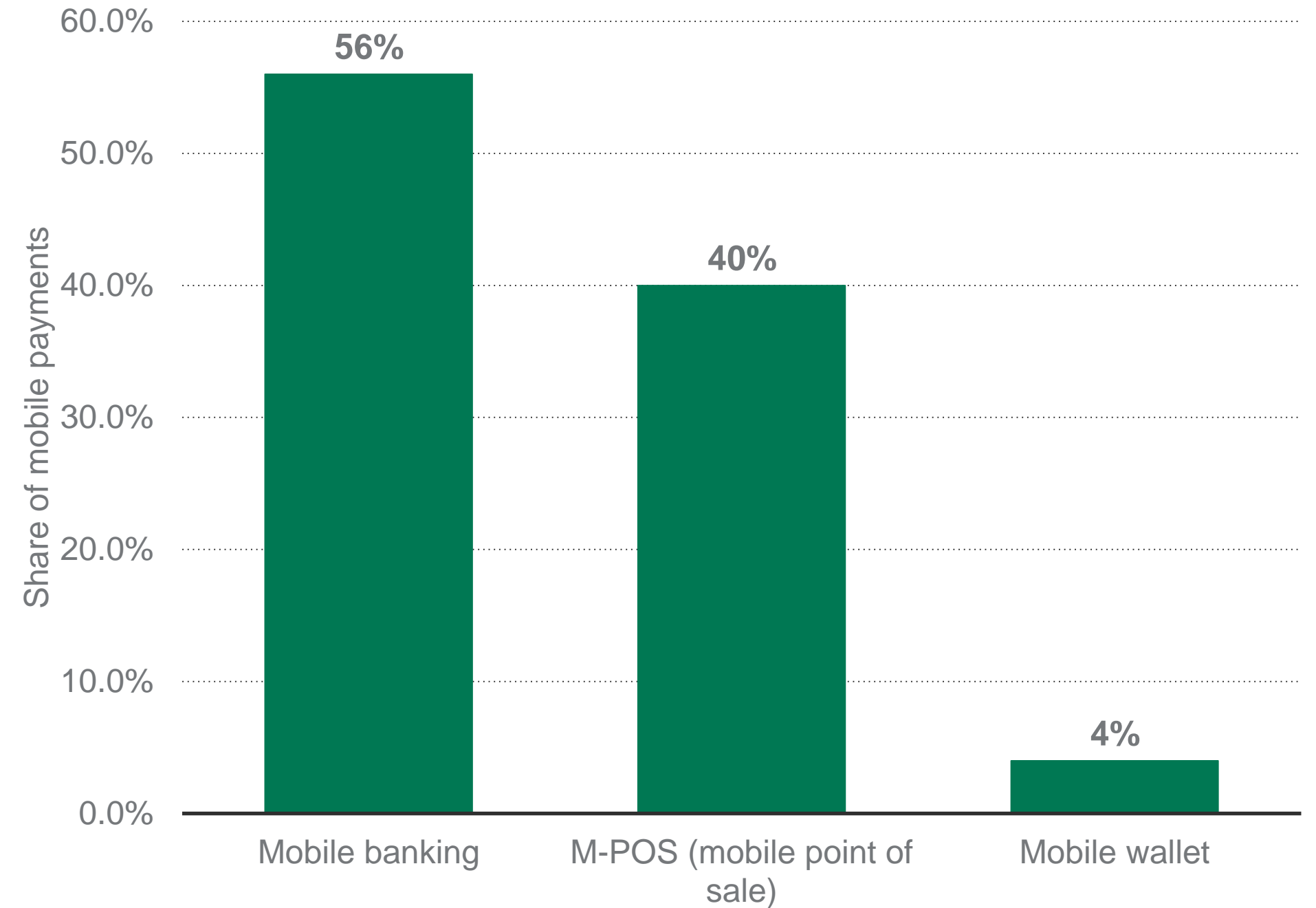
SHARE OF ONLINE SHOPPERS WHO PURCHASE DOMESTICALLY AND CROSS-BORDER INDIA 2016





DISTRIBUTION OF MOBILE PAYMENTS ACROSS INDIA IN FY 2017, BY SEGMENT

Note: India; FY 2017 - April 2016 to March 2017
Further information regarding this statistic can be found on [page 57](#).
Source(s): RNCOS; ASSOCHAM; Reserve Bank of India; [ID 731612](#)



REFERENCES



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INDIA: RETAIL E-COMMERCE REVENUE FORECAST FROM 2017 TO 2023 (IN BILLION U.S. DOLLARS)

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2018
Region(s)	<i>n.a.</i>
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	March 2019
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

The e-commerce market includes the sale of physical goods via a digital channel to a private end user (B2C). This comprises purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The main sales channels are cross-brand online mail order companies and the online shops of individual companies. All monetary figures refer to the annual gross revenue and do not factor in shipping costs. The exact definition of the eCommerce market can be found here . Information on the methodology can be found under the link .

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RETAIL M-COMMERCE SALES IN INDIA FROM 2015 TO 2020 (IN BILLION U.S. DOLLARS)

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2015 to 2016
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	March 2017
Original source	emarketer.com
Website URL	visit the website

Notes:

*Forecast Converted at the exchange rate of 1 USD = 64.12 INR; excludes travel and event tickets. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment.

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AVERAGE RETAIL E-COMMERCE REVENUE PER USER IN INDIA FROM 2017 TO 2023 (IN U.S. DOLLARS)

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2018
Region(s)	<i>n.a.</i>
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	March 2019
Original source	Digital Market Outlook
Website URL	visit the website

Notes:

The e-commerce market includes the sale of physical goods via a digital channel to a private end user (B2C). This comprises purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The main sales channels are cross-brand online mail order companies and the online shops of individual companies. All monetary figures refer to the annual gross revenue and do not factor in shipping costs. The exact definition of the eCommerce market can be found here . Information on the methodology can be found under the link .

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VALUE OF THE E-COMMERCE MARKET IN INDIA IN 2013 AND 2016 (IN TRILLION INDIAN RUPEES)

Source and methodology information

Source(s)	Bain & Company; Euromonitor
Conducted by	Euromonitor
Survey period	2013 and 2016
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Bain & Company
Publication date	March 2017
Original source	bain.com
Website URL	visit the website

Notes:

Note: 1 Indian rupee is equal to 0.015 U.S. dollars and 0.013 euros (as at September 2017).

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SHARE OF E-COMMERCE RETAIL MARKET VALUE ACROSS INDIA IN 2018, BY SEGMENT

Source and methodology information

Source(s)	India Brand Equity Foundation; KPMG
Conducted by	India Brand Equity Foundation; KPMG
Survey period	2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	India Brand Equity Foundation
Publication date	July 2018
Original source	E-commerce July 2017, page 9
Website URL	visit the website

Notes:

n.a.

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ELECTRONIC RETAIL (E-TAIL) MARKET SIZE IN INDIA FROM 2015 TO 2030 (IN TRILLION INDIAN RUPEES)

Source and methodology information

Source(s)	PwC
Conducted by	PwC
Survey period	2015
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PwC
Publication date	September 2017
Original source	The promise of Indian retail: from vision to execution, page 11
Website URL	visit the website

Notes:

*Forecast. Note: 1 Indian rupee is equal to 0.0157 U.S. dollars and 0.0127 euros (as at January 2018).

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FORECASTED ELECTRONIC RETAIL (E-TAIL) MARKET SIZE OF APPAREL AND FOOTWEAR IN INDIA FROM 2020 TO 2030 (IN TRILLION INDIAN RUPEES)

Source and methodology information

Source(s)	PwC
Conducted by	PwC
Survey period	2015
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PwC
Publication date	September 2017
Original source	The promise of Indian retail: from vision to execution, page 11
Website URL	visit the website

Notes:

Note: 1 Indian rupee is equal to 0.0157 U.S. dollars and 0.0127 euros (as at January 2018).

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FORECASTED ELECTRONIC RETAIL (E-TAIL) MARKET SIZE OF CONSUMER ELECTRONICS AND APPLIANCES IN INDIA FROM 2020 TO 2030 (IN TRILLION INDIAN RUPEES)

Source and methodology information

Source(s)	PwC
Conducted by	PwC
Survey period	2015
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PwC
Publication date	September 2017
Original source	The promise of Indian retail: from vision to execution, page 11
Website URL	visit the website

Notes:

Note: 1 Indian rupee is equal to 0.0157 U.S. dollars and 0.0127 euros (as at January 2018).

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SHARE OF SPENDING ON ONLINE SHOPPING ACROSS INDIA IN 2018, BY CATEGORY

Source and methodology information

Source(s)	Kantar Millward Brown; IMRB
Conducted by	IMRB
Survey period	2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kantar Millward Brown
Publication date	September 2018
Original source	Top 75 most valuable Indian brands 2018, page 33
Website URL	visit the website

Notes:

n.a.

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SHARE OF FIRST-TIME ONLINE BUYERS ACROSS INDIA IN 2016, BY CATEGORY PURCHASED

Source and methodology information

Source(s)	BCG; Facebook
Conducted by	BCG
Survey period	2016
Region(s)	Asia, India
Number of respondents	18,000
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	BCG; Facebook
Publication date	March 2017
Original source	Fashion Forward 2020, page 9
Website URL	visit the website

Notes:

n.a.

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INTERNATIONAL ONLINE SALES OF INDIAN BRANDS ACROSS INDIA IN 2017 WITH AN ESTIMATE FOR 2022, BY CATEGORY (IN BILLION U.S. DOLLARS)

Source and methodology information

Source(s)	KPMG
Conducted by	KPMG
Survey period	2017
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	KPMG
Publication date	July 2018
Original source	Indian brands going global, page 29
Website URL	visit the website

Notes:

*Estimated.

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NUMBER OF MONTHLY ONLINE VISITORS ON ZOMATO ACROSS INDIA FROM 2013 TO 2016 (IN MILLIONS)*

Source and methodology information

Source(s)	Deloitte; The Financial Express (India)
Conducted by	Deloitte; The Financial Express (India)
Survey period	2013 to 2016
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	January 2018
Original source	India Food Report, page 15
Website URL	visit the website

Notes:

*Data for the year 2015 is not available from the source.

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**NUMBER OF PAID
 SUBSCRIPTIONS ON
 MATRIMONY.COM IN INDIA FROM
 FY 2014 TO FY 2018 (IN MILLIONS)**

Source and methodology information

Source(s)	Matrimony.com
Conducted by	Matrimony.com
Survey period	FY 2014 to FY 2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	India's financial year runs from April 1 to March 31. For example, FY 2017 started on April 1, 2016 and ended on March 31, 2017.
Published by	Matrimony.com
Publication date	August 2018
Original source	Inspiring History. Rousing Future. Annual Report 2017-18, page 16
Website URL	visit the website

Notes:

Matrimony.com Ltd is engaged in providing online matchmaking and marriage services through internet and mobile platforms in India and internationally.

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**ONLINE SALES MARKET FOR INDIAN
 TRAVEL PROVIDERS FROM
 INTERNATIONAL TRAVELERS TO INDIA
 IN 2017 WITH AN ESTIMATE FOR 2022,
 BY CATEGORY (IN BILLION U.S.
 DOLLARS)**

Source and methodology information

Source(s)	KPMG
Conducted by	KPMG
Survey period	2017
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	KPMG
Publication date	July 2018
Original source	Indian brands going global, page 15
Website URL	visit the website

Notes:

*Estimated.

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FREQUENCY OF DIGITAL MUSIC CONSUMPTION AMONG INDIAN CONSUMERS IN 2018, BY CATEGORY*

Source and methodology information

Source(s)	Limelight Networks
Conducted by	Limelight Networks
Survey period	May 8 to May 18, 2018
Region(s)	India
Number of respondents	500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Limelight Networks
Publication date	June 2018
Original source	The state of digital lifestyles 2018, page 9
Website URL	visit the website

Notes:

Question as stated by the source: "How often do you download, stream, or access music online?"

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NUMBER OF PAID USERS IN THE ONLINE EDUCATION MARKET ACROSS INDIA IN 2016, BY CATEGORY (IN 1,000S)

Source and methodology information

Source(s)	KPMG; India Brand Equity Foundation
Conducted by	KPMG; India Brand Equity Foundation
Survey period	2016
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	KPMG
Publication date	May 2017
Original source	Online Education in India: 2021, page 10
Website URL	visit the website

Notes:

n.a.

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**LEADING OVER-THE-TOP (OTT)
 MEDIA INVESTORS FOR ORIGINAL
 CONTENT IN INDIA IN 2017 (IN
 BILLION INDIAN RUPEES)***

Source and methodology information

Source(s)	BCG; Ovum
Conducted by	Ovum; BCG
Survey period	2017
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	BCG
Publication date	November 2018
Original source	Entertainment goes online - A \$5 billion opportunity, page 10
Website URL	visit the website

Notes:

Note: One Indian rupee is equal to approximately 0,014 U.S. dollars and 0,012 euros (as of January 2019). *Estimates.

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MONTHLY SHARE OF NETFLIX ACROSS INDIA AS OF OCTOBER 2018, BY INSTALLATIONS

Source and methodology information

Source(s)	Business Standard; Website (KalaGato)
Conducted by	Website (KalaGato)
Survey period	January to October 2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Business Standard
Publication date	November 2018
Original source	business-standard.com
Website URL	visit the website

Notes:

n.a.

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SHARE OF SPENDING ON ONLINE SHOPPING ACROSS INDIA IN 2018, BY CATEGORY

Source and methodology information

Source(s)	Kantar Millward Brown; IMRB
Conducted by	IMRB
Survey period	2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kantar Millward Brown
Publication date	September 2018
Original source	Top 75 most valuable Indian brands 2018, page 33
Website URL	visit the website

Notes:

n.a.

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LEADING REASONS FOR MILLENNIALS TO SHOP ONLINE ACROSS INDIA IN 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	As of February 2018
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on survey of millennials having access to internet
Published by	Deloitte
Publication date	February 2018
Original source	Trend-setting millennials, page 13
Website URL	visit the website

Notes:

Percentages would not add up to 100 as multiple options could be selected by customers.

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SHARE OF YOUNG CONSUMERS WHO SHOP ONLINE AND AT MALLS IN INDIA AS OF JULY 2018, BY INCOME LEVEL (IN INDIAN RUPEES PER MONTH)

SHARE OF YOUNG CONSUMERS WHO SHOP ONLINE AND AT MALLS IN INDIA 2018 BY INCOME LEVEL

Source and methodology information

Source(s)	Livemint; YouGov
Conducted by	YouGov
Survey period	July 2018
Region(s)	India
Number of respondents	5000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Livemint
Publication date	October 2018
Original source	livemint.com
Website URL	visit the website

Notes:

Note: Youth here refer to respondents between the ages of 18 and 38. One Indian rupee is equal to approximately 0.014 U.S. dollars and 0.012 euros (as of January 2018).

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ONLINE SHOPPERS' MOST USED DEVICES IN INDIA 2016

Source and methodology information

Source(s)	PayPal; Ipsos
Conducted by	PayPal; Ipsos
Survey period	August to October 2016
Region(s)	India
Number of respondents	665
Age group	18+
Special characteristics	Among online shoppers.
Published by	PayPal
Publication date	October 2016
Original source	PayPal Cross-Border Consumer Research 2016, page 8
Website URL	visit the website

Notes:

The question was phrased by the source as follows: "Thinking only about the purchases you make on websites in other countries, what proportion of your purchases in the last 12 months do you think were made using each device?". Results are among all consumers surveyed in each region, not weighted for population size.

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SHARE OF ONLINE SHOPPERS WHO PURCHASED DOMESTICALLY AND CROSS-BORDER IN INDIA IN 2016

Source and methodology information

Source(s)	PayPal; Ipsos
Conducted by	PayPal; Ipsos
Survey period	August to October 2016
Region(s)	Asia, India
Number of respondents	665
Age group	18+
Special characteristics	Among online shoppers.
Published by	PayPal
Publication date	October 2016
Original source	PayPal Cross-Border Consumer Research 2016, page 6
Website URL	visit the website

Notes:

The question was phrased by the source as follows: "Thinking about shopping online, from which of the following country or geographies' websites have you purchased in the past 12 months?".

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DISTRIBUTION OF MOBILE PAYMENTS ACROSS INDIA IN FY 2017, BY SEGMENT

Source and methodology information

Source(s)	RNCOS; ASSOCHAM; Reserve Bank of India
Conducted by	RNCOS; Reserve Bank of India
Survey period	FY 2017 - April 2016 to March 2017
Region(s)	India
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ASSOCHAM
Publication date	December 2016
Original source	M-Wallet: Scenario Post Demonetization, page 5
Website URL	visit the website

Notes:

The source defines mobile payments as money transfers for goods or services where a mobile phone is involved in initiation and confirmation of payment. * Distribution is based on transaction value.

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