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SAMPLE REPORT

**INDIA B2C E-COMMERCE INSIGHTS, PAYMENT
TRENDS, & EMERGING DIGITAL TECHNOLOGIES 2024**

PUBLICATON DATE: JUNE 2024

PREFACE

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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

METHODOLOGY OF THE CURRENT

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20%

8%

15%

10

60

20

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Report Coverage

- This report provides an extensive overview of the B2C E-Commerce market in India, addressing major trends, market comparisons, B2C E-commerce, Internet user behavior, popular products, online payments, and significant players. It explores aspects such as market size, growth trends, omnichannel commerce integration, key players' strategies, and the impact of emerging technologies like digital health, digital gaming, and cryptocurrency. The report includes detailed analysis of various factors influencing the market, such as Internet penetration, smartphone adoption, government initiatives, and digital payment adoption. While offering in-depth insights into different segments, the coverage may vary based on data availability, and not every aspect is examined with the same level of detail. Additionally, it delves into the payment landscape, including real-time payments, mobile wallets, Buy Now Pay Later (BNPL) services, POS payment methods, and open banking initiatives, providing a comprehensive view of the digital payment trends in India.

Report Structure

- The report begins with a Key Takeaways section summarizing actionable insights, followed by a Management Summary providing an overview of key findings. It then explores the India B2C E-Commerce market, detailing market size, growth trends, consumer behaviors, and omnichannel commerce integration. The next section on India Payment Systems and Financial Technologies covers online payment trends, real-time payments, BNPL services, POS payment methods, and open banking initiatives. The final section examines Emerging Technologies and Digital Trends in India, focusing on digital health, digital gaming, blockchain, and cryptocurrency.



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The following expressions and definitions are used in this report*:

- **BUY NOW, PAY LATER (BNPL)** a service that allows shoppers to receive goods/services prior to making a payment by splitting the amount across a set time period or paying back the full amount later.
- **CROSS-BORDER COMMERCE** Refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **EMBEDDED FINANCE** encompasses the offering of financial services such as payments, deposits, lending and issuing by non-banks. Within, the embedded finance ecosystem, non-banks offer services such as private label credit cards at supermarkets and airlines as well as sales financing at appliance retailers, among others.
- **E-WALLET/DIGITAL WALLET** a prepaid digital account, allowing users to store money and use it in online or mobile transactions. The examples of E-Wallets or digital wallets include Alipay and PayPal.
- **ONLINE PAYMENT** transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- **REAL-TIME PAYMENTS** also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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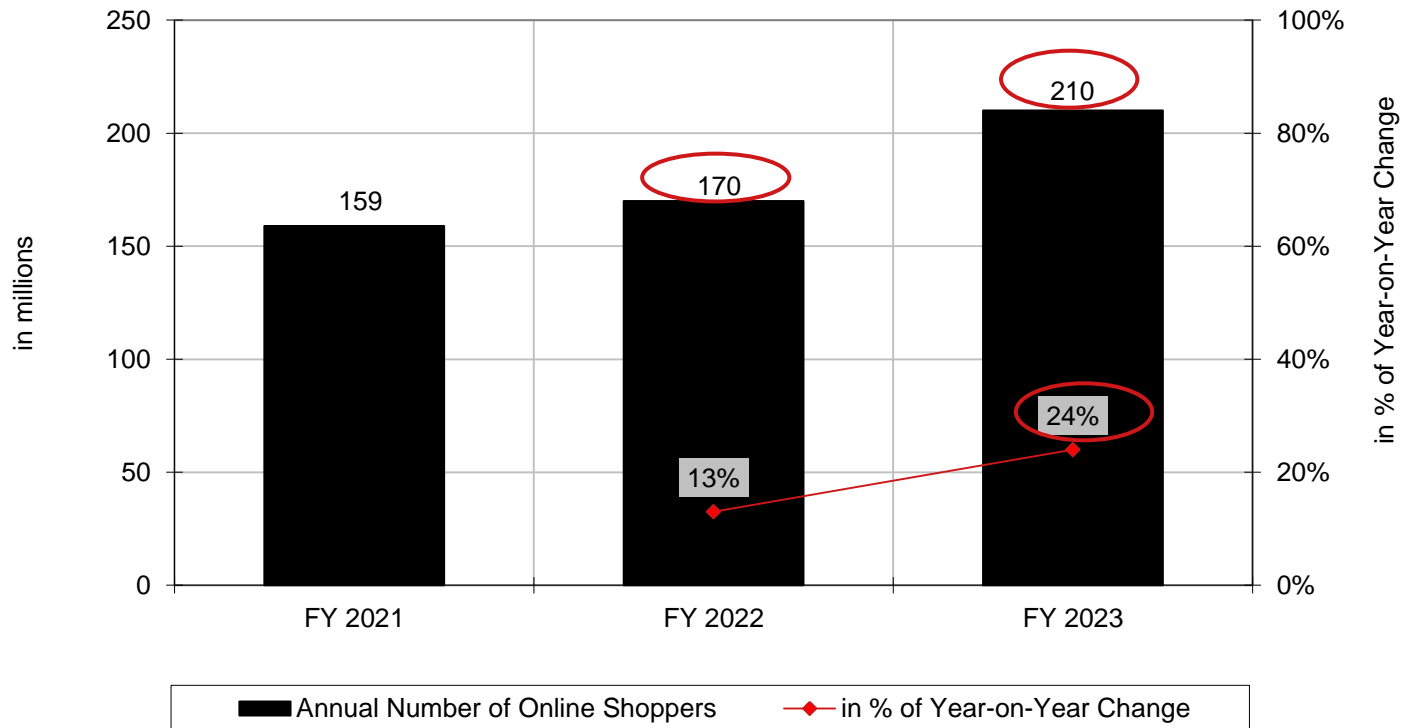


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In India, the number of online shoppers increased from 159 mil. in FY 2021 to 210 mil. in FY 2023, experiencing a +24% growth

India: Annual Number of Online Shoppers, in millions, in % of Year-on-Year Change, FY 2021 to FY 2023

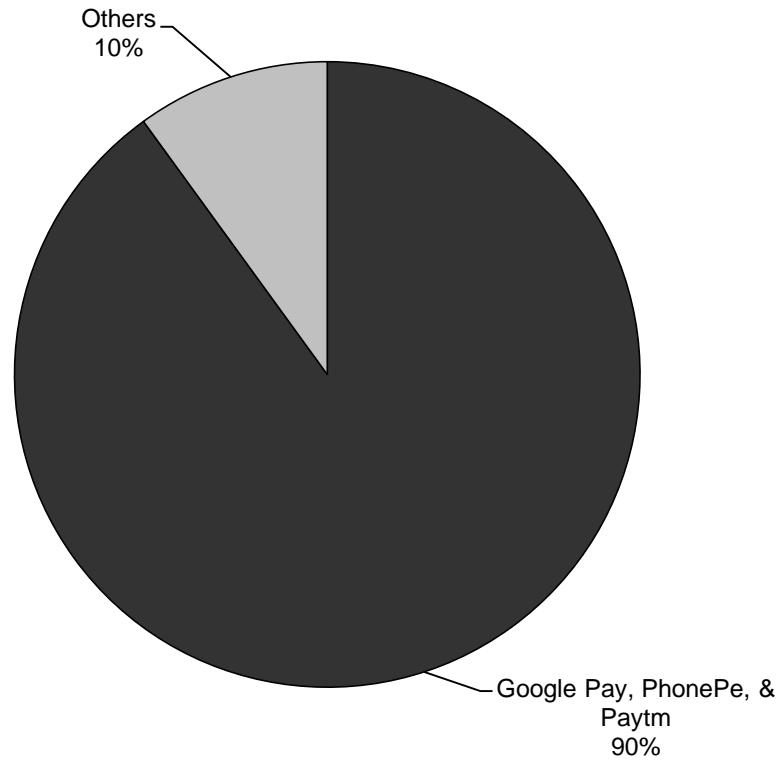


Note: fiscal year refers to the 12 months prior to March of each year
Source: RedSeer, May 2023



As estimated in 2024, Google Pay, PhonePe, and Paytm are the retail payments market in India, holding 90% of the market

India: Share of Retail Payment Apps Making Up the Total Retail Payments Market, in %, 2024





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