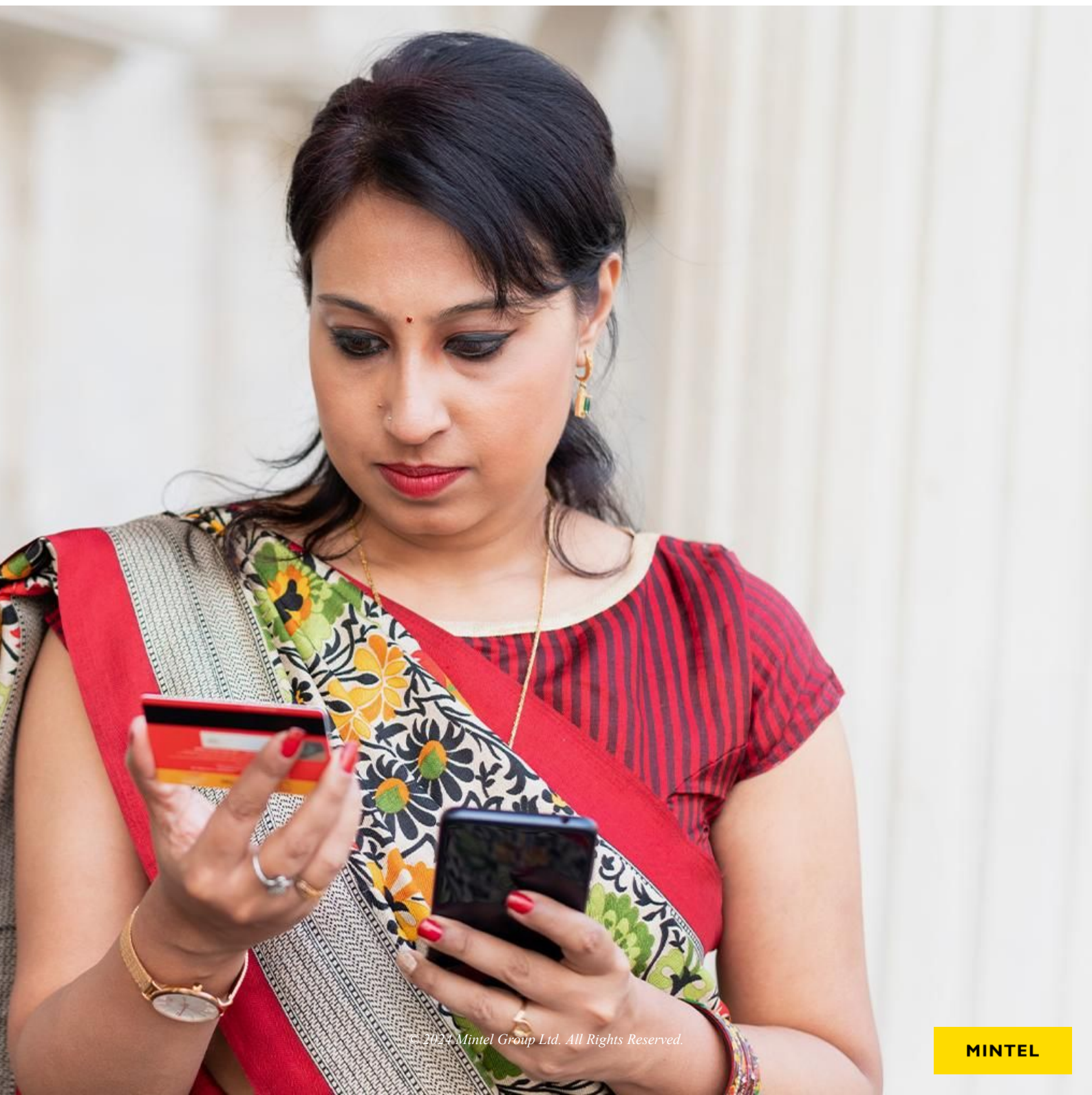


ECOMMERCE ACTIVITIES – INDIAN CONSUMER – 2021

Brands need to provide more engaging services to fulfil new consumer needs, balance online and offline retail, and prove their trustworthiness in the new normal.



A Mintel Analyst, Global Analyst



Report Content



EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective
- Key issues covered in this Report
- Overview

Market context

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- The pandemic push
- Living with uncertainty

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- Offer more personalisation
- Enrich online experiences
- Attract online shoppers with appealing deals

Mintel predicts

- The outlook for ecommerce in India
- SWOT analysis
- The marketing mix – Place/Product
- The marketing mix – Price
- The marketing mix – Promotion

KEY TRENDS

- What you need to know
- Indian consumer and ecommerce growth
- India's advantage for ecommerce

- Online payment methods have to grow
- The future of ecommerce
- Technology advancements and ecommerce
- Online for any age
- Intel Trend: Straight to You
- Delivering straight to the consumer
- Intel Trend: FSTR HYPR
- Partnering for faster delivery
- Intel Trend: Enjoyment Everywhere
- Gamification for consumer attention
- Ease of purchase
- Medicines at your convenience
- Expanding home delivery

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 - Graph 13: consumer attitudes towards importance of researching about brands before buying, 2021

MARKET APPLICATIONS

- What you need to know

Offer more personalisation

- Play up personalisation
- Offer more for eco-conscious consumers
- Target organic product users
- Provide online platforms for the elderly

Enrich online experiences

- Show transparency
- Provide a straight-to-home service
- Respond to the increased demand for home décor
- Ensure aesthetic and visual appeal
- Provide ease of product purchase and return
- Offer indulgent products for at-home consumers
- Provide an online store to improve shopping experiences

Attract online shoppers with appealing deals

- Optimise product promotions
- Provide a fast delivery option
- Offer freebies for adoption
- Entice consumers with appealing delivery fee and subscription models

APPENDIX

- Consumer survey methodology

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✔ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✔ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✔ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

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