

Our Reach

30K +
Monthly Online
Transactions

10+
Players

50K +
Sellers

10K +
Employees



Fashion E-Tailing in India

Key Insights

2016

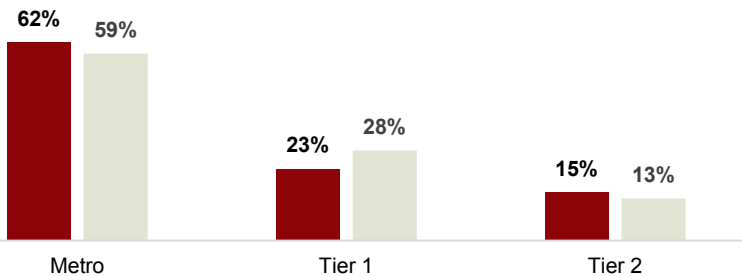
We survey ~3000 unique online shoppers across India every month

Survey Distribution

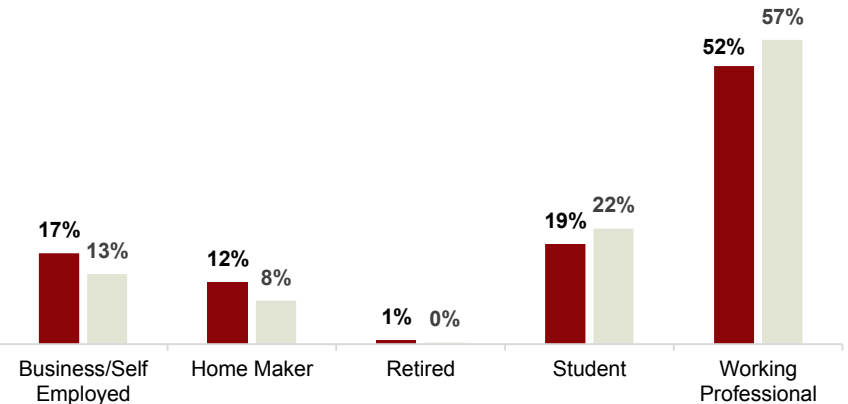
Aug'16, July '16 to Aug '16

■ July '16 ■ August '16

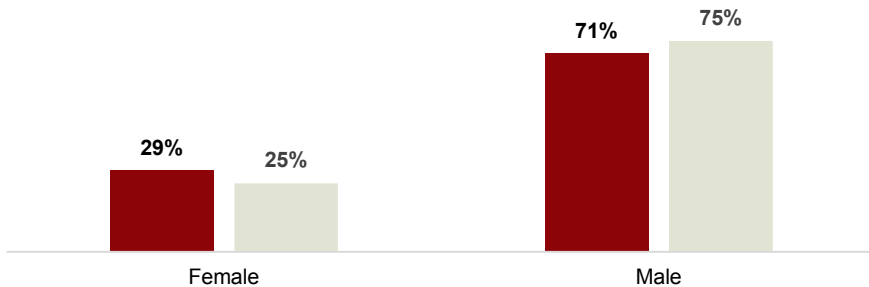
Split by Tier



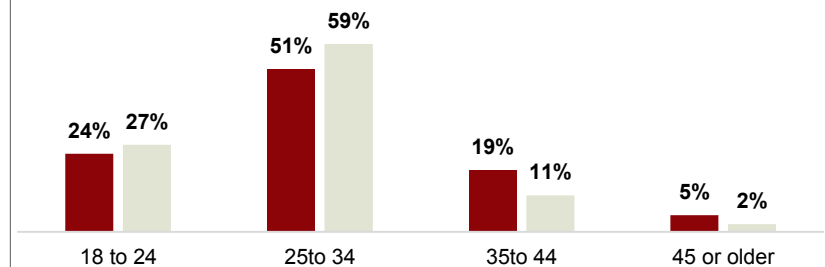
Split by Occupation



Split by Gender



Split by Age



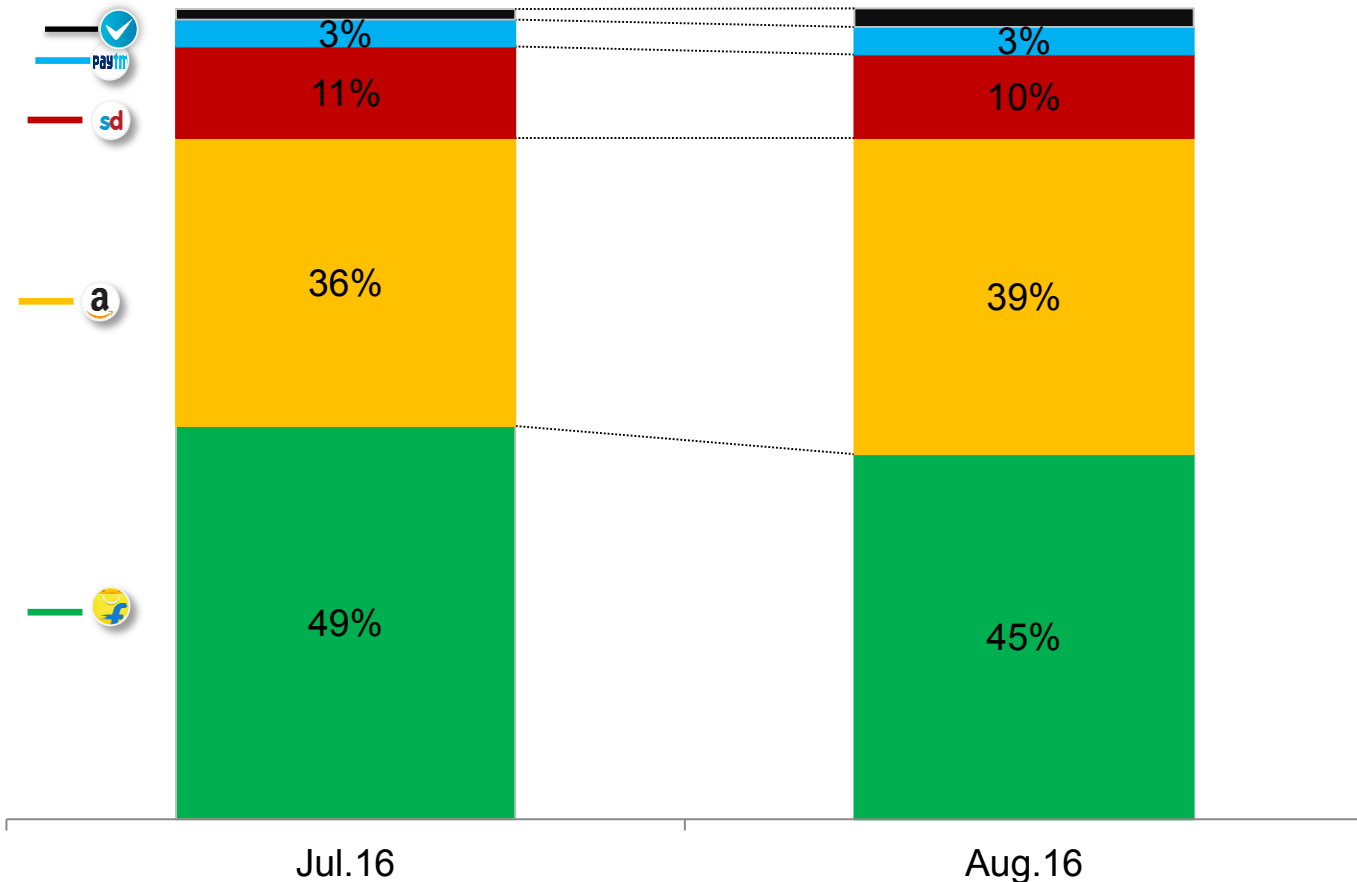
Amongst fashion shoppers, Amazon reached within touching distance of Flipkart in August...

Pan India

e-tailer wise, in %, July '16 to Aug '16

% Surveyed shoppers who shopped for fashion across various platforms in each month

100%= Total respondents who mentioned shopping for fashion atleast once in last month



...with average monthly spends of Amazon shoppers also neck-to-neck with Flipkart for both July and August

Pan India

e-tailer wise, in %, July '16 to Aug '16



Average spending on fashion products in the given month

Metric	Average monthly fashion spending by surveyed respondents (INR)	
Company	July 2016	Aug 2016
Flipkart	~2,435	~1,964
Amazon	~2,649	~1,983
Snapdeal	~2,320	~1,800
Paytm	~1,500	~1,100
Shopclues	~1,400	~1,500

...which made Amazon's calculated fashion GMV share very similar to Flipkart in these months

Pan India

e-tailer wise, in %, July '16 to Aug '16

Calculation Approach for Fashion GMV shares

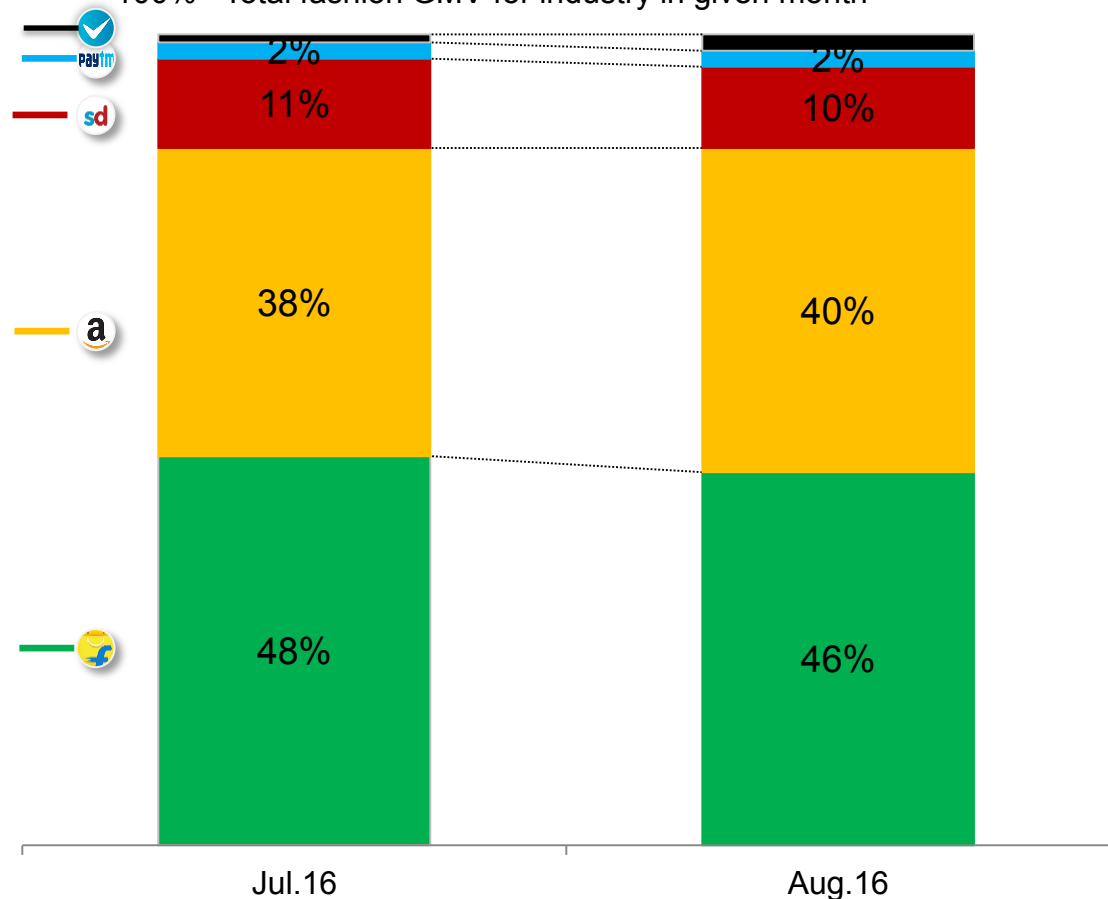
Fashion GMV Share of each platform=

Fashion customer share **X**

Fashion average spending per shopper per month

Fashion GMV market share of e-tailers

100%= Total fashion GMV for industry in given month



Note: Analysis of only big 5 horizontals has been shown here

Thank You !

query@redseerconsulting.com

Bangalore Office:

#898 2nd Floor 80 ft Road
Koramangala 6th Block
Bangalore - 560095
Phone No. 080 4911 7888

Mumbai Office:

25/b 4th Floor
Usha Sadan
Near Colaba PO, Colaba
Mumbai - 400005

Delhi Office:

Inhwa Business Centre
Ground Floor, Iris Tech Park
Sohna Road, Gurgaon,
India - 122002