

Title: Indian E-commerce Trends Report 2025

Executive Summary:

The Indian e-commerce industry is projected to grow at a CAGR of 18% through 2025, fueled by increasing smartphone penetration, UPI adoption, and Tier-2 city participation. Major players include Flipkart, Amazon, and Reliance Digital.

Key Findings:

- 78% of online shoppers prefer mobile apps.
- Fashion and electronics are top categories.
- COD still dominates in semi-urban regions.
- Regulatory challenges remain for foreign entities.

Recommendations:

- Focus marketing in Tier-2 cities.
- Expand UPI-based promotions.
- Monitor data protection regulations.