

India's Ecommerce Startup Ecosystem: Key Facts

ESTIMATED MARKET OPPORTUNITY (2030)

28%

Fashion & Apparel

17%

Electronics & Appliances

17%

Food & FMCG

7%

Beauty & Personal Care

VENTURE CAPITAL (2014-Q1 2023)

10K+

Active Ecommerce Startups

750+

Funded Ecommerce Startups

\$33 Bn

Total Funding

1,523

Deal Count

UNICORNS & SOONICORNS

24

Unicorns In India

15

Soonicorns In India

\$87 Bn+

Combined Valuation Of Unicorns

\$4 Bn+

Combined Valuation Of Soonicorns

SOURCE: INC42, BCG, MULTIPLE SECONDARY SOURCES



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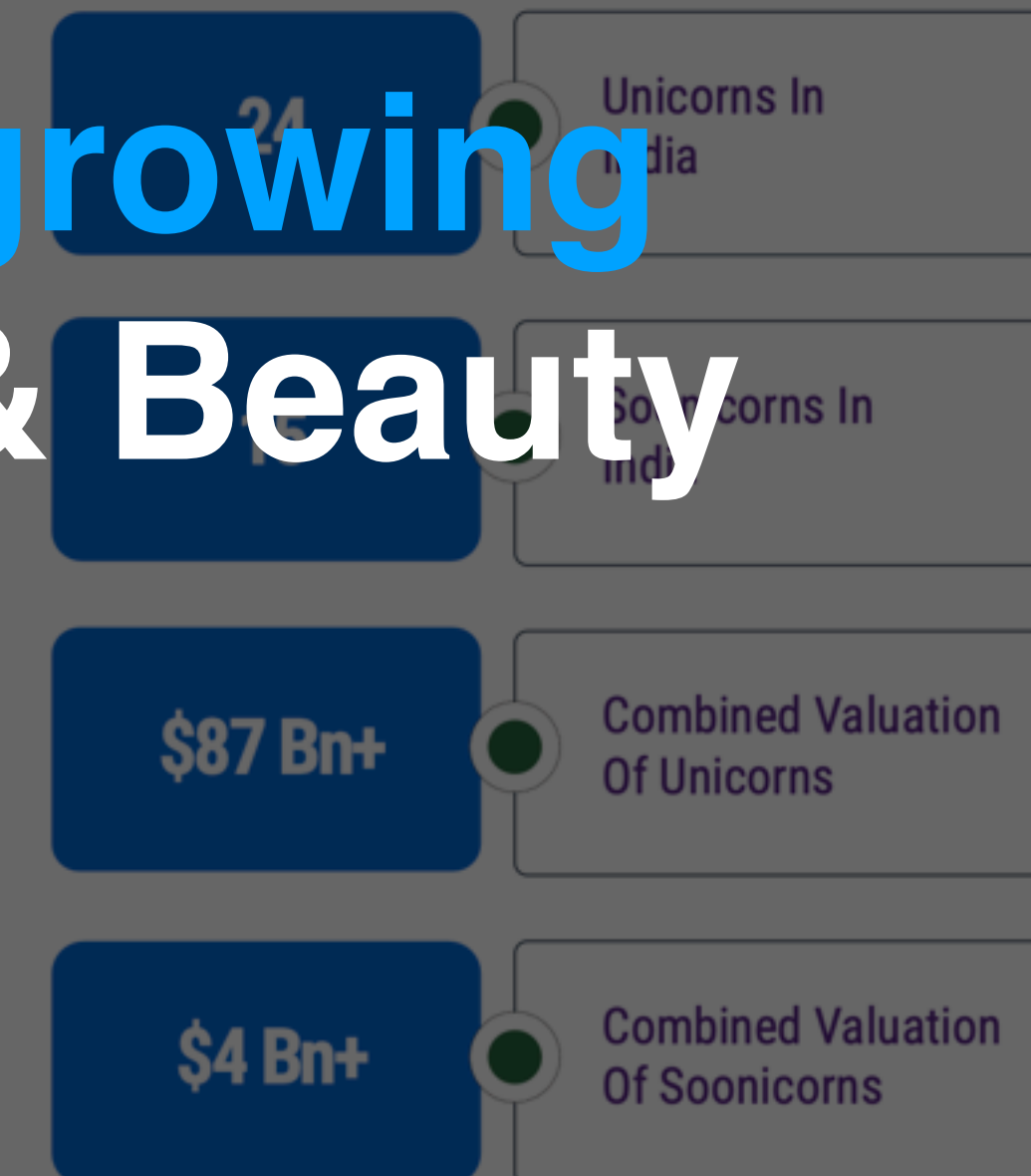
ESTIMATED MARKET OPPORTUNITY (2030)



VENTURE CAPITAL (2014-Q1 2023)



UNICORNS & SOONICORNS



SOURCE: INC42, BCG, MULTIPLE SECONDARY SOURCES

And targeting the 3 fastest growing sectors - Grocery, Fashion & Beauty to begin with