

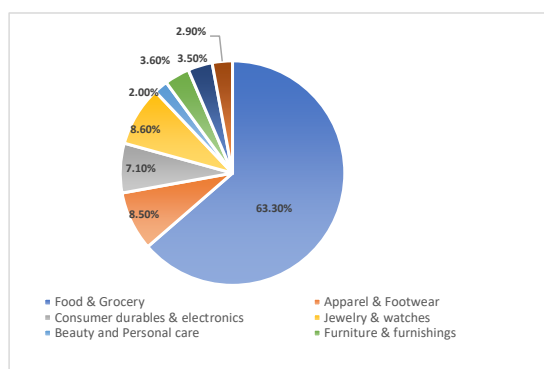
RETAIL & E-COMMERCE

- **Market Size and Sector Potential**
 - Indian Retail market was \$750 Bn in 2022 and is expected to reach \$1.1Tn by 2027 and \$2 Tn by 2032ⁱ
 - E-commerce market in India was sized at ~\$79 Bn in 2022, growing YoY by ~40% from 2021 and is expected to reach \$350 Bn by 2030ⁱⁱ
- India is the 4th largest retail market in the world ⁱⁱⁱ
- Internet penetration reached 824 Mn Indians in 2022, with overall penetration of ~60%, aiding e-commerce^{iv}
- Online shopping is expected to reach 350 Mn Indians by 2025, growing at a CAGR of ~28.5% (FY20-25)^v
- Share of Tier 2-3 cities in growth of India's retail industry has been growing at a rate of 10% vs 8% for Tier 1 cities

Commented [MM1]: Keep 4th largest; check for other sources that say 3rd

Commented [MM2]: Check updates

RETAIL & E-COMMERCE SEGMENTS (As of FY21-22)



INDUSTRY GROWTH POTENTIAL

- Retail sector to reach USD 2 Tn by 2032; growing at a CAGR of ~10%
- E-commerce sector to reach USD 350 bn by 2030; growing at a CAGR of ~23%

Commented [MM3]: Add CAGR

GOVERNMENT SCHEMES/ INITIATIVES

- **Legal Metrology (General) Rules 2011:** were amended to improve ease of doing business. Companies are now allowed to nominate any company officer with the authority of an establishment instead of the company director^{vi}
- **Foreign Direct Investment Policy:** 100% FDI through Automatic route is allowed in Single Brand Retail Trading & E-Commerce Marketplaces
- **Digital India:** To ensure government's services are made available to citizens electronically through improved online infrastructure
- **MSME:** Extension of the definition of Micro, Small and Medium Enterprises to include retail & wholesale traders
- **One District One Product (ODOP):** To foster regional development across all districts of the country
- **Open Network for Digital Commerce (ONDC):** To promote open networks for the exchange of goods and services digitally

Commented [MM4]: Edit and shorten

STARTUP ECOSYSTEM

- **Market Share:** 3rd largest ecosystem for startups globally with 80,000+ recognized startups^{vii}
- **Funding:** E-Commerce start-ups raised ~USD 31 Bn between 2014-22 growing at a CAGR ~25% from FY17-22^{viii}
- **115 Indian Unicorns** with a total valuation of USD 350 Bn^{ix}



ⁱ <https://web-assets.bcg.com/33/85/ebaea0a248f8bbdb4f32bbba7dda/bcg-rai-report-2023.pdf>

ⁱⁱ

https://nasscom.in/sites/default/files/media_pdf/NASSCOM_Press_Release_NASSCOM_RETAIL_4_REPORT%20.pdf

ⁱⁱⁱ <https://www.bain.com/insights/how-india-shops-online-2021/>

^{iv} https://inc42.com/reports/decoding-indias-200-bn-ecommerce-opportunity-market-landscape-report-2021/?utm_medium=referral&utm_source=launch-article&utm_campaign=launch-article&utm_content=ecommerce-report

^v State Of Ecommerce In India Q3 2022

^{vi} <https://consumeraffairs.nic.in/sites/default/files/uploads/legal-metrology-acts-rules/239353.pdf>

^{vii} <https://pib.gov.in/PressReleasePage.aspx?PRID=1881495>

^{viii} <https://inc42.com/reports/state-of-indian-ecommerce-report-q1-2023-infocus-omnichannel/>

^{ix} <https://www.businesstoday.in/entrepreneurship/news/story/india-has-115-unicorns-with-a-cumulative-valuation-of-over-350-billion-368670-2023-02-02#:~:text=India%20has%20115%20unicorns%20with%20a%20cumulative%20valuation%20of%20over%20%24350%20billion,-Funding%20winter%20aside>

%24350%20billion,-Funding%20winter%20aside