

Press Release

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Great potential of Indian B2C E-Commerce

The latest “India B2C E-Commerce Report 2011” by Hamburg-based market research firm yStats.com presents the most important B2C E-Commerce facts on the Indian market. The report features the biggest B2C E-Commerce players, revenue figures and market shares, along with consumers, product categories and trends.

The number of internet users in India is expected to reach more than 230 million by 2015, which corresponds to almost 20 % of the population. Despite these numbers, online shops are still confronted with various challenges.

Online shopping finds little support in India

Indian online shops need to take into account that the average Indian consumer still shows little interest in online shopping. One of the main challenges that online shops have been confronted with for a long time is the desire of Indian consumers to see and touch products before buying them. As a result, many retailers offer cash-on-delivery payment and convenient return and refund options. Nonetheless, B2C E-Commerce experienced a more than 30 % growth from 2010 to 2011 in India. As shown in the yStats.com “India B2C E-Commerce Report 2011”, the leading product categories include “Mobile Phones and Accessories”, followed by “Computer Hardware” and “Consumer Electronics”. In October 2011, the leading B2C E-Commerce player in terms of unique visitor numbers was Homeshop18.com, followed by Letsbuy.com, Indiatimes Shopping and Rediff Shopping.

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About yStats.com

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.