

Clicks, carts & conversions in India



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Indian market

 **92% ↑**

say sustainability is important to them when shopping online

The sustainable shopper

 **84% ↑**

buy directly from social media platforms

The social shopper

 **69% ↓**

make purchases during Black Friday weekend

The Black Friday shopper

 **64% ↑**

have an online shopping subscription

The subscription shopper

 **58% ↓**

buy from online retailers based in other countries

The cross-border shopper

 **52% →**

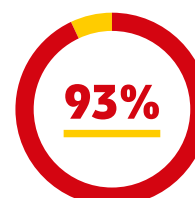
buy refurbished or pre-owned items online

The refurbished and recycled shopper



99% buy from marketplaces

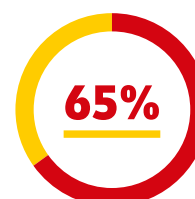
Which ones do they buy from the most?



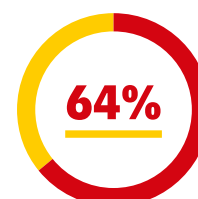
Amazon



Flipkart



Myntra



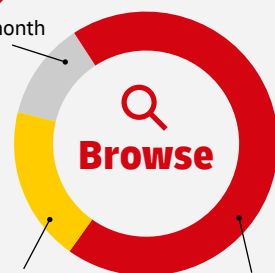
Meesho

The conversion challenge: Turning browsers into buyers

Shoppers in India browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

12% ↓

Once a month or less



19% ↓

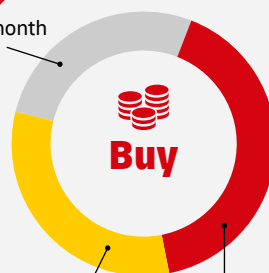
Once a week

69% ↑

At least two to three times a week

27% ↓

Once a month or less



32% ↑

Once a week

41% ↑

At least two to three times a week



What device do they use to shop?

Smartphone

98% ↑

Retailer's mobile app

83% ↑

Laptop/desktop

82% ↑

Voice commands

65% ↑



How do they pay?

Digital wallet

91% ↑

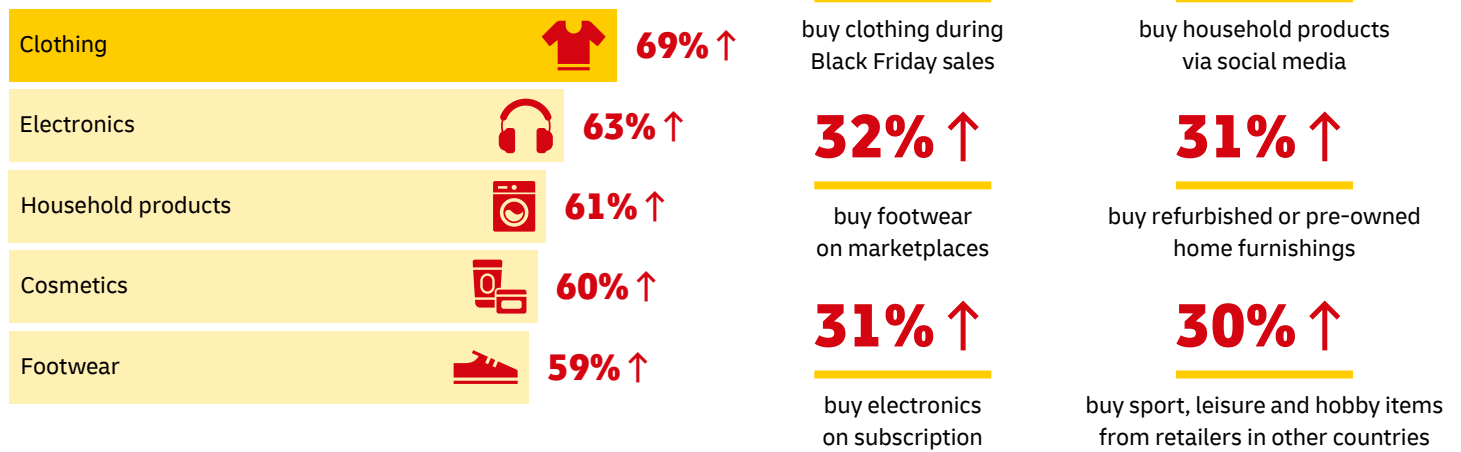
Credit or debit card

85% ↓

Buy Now, Pay Later

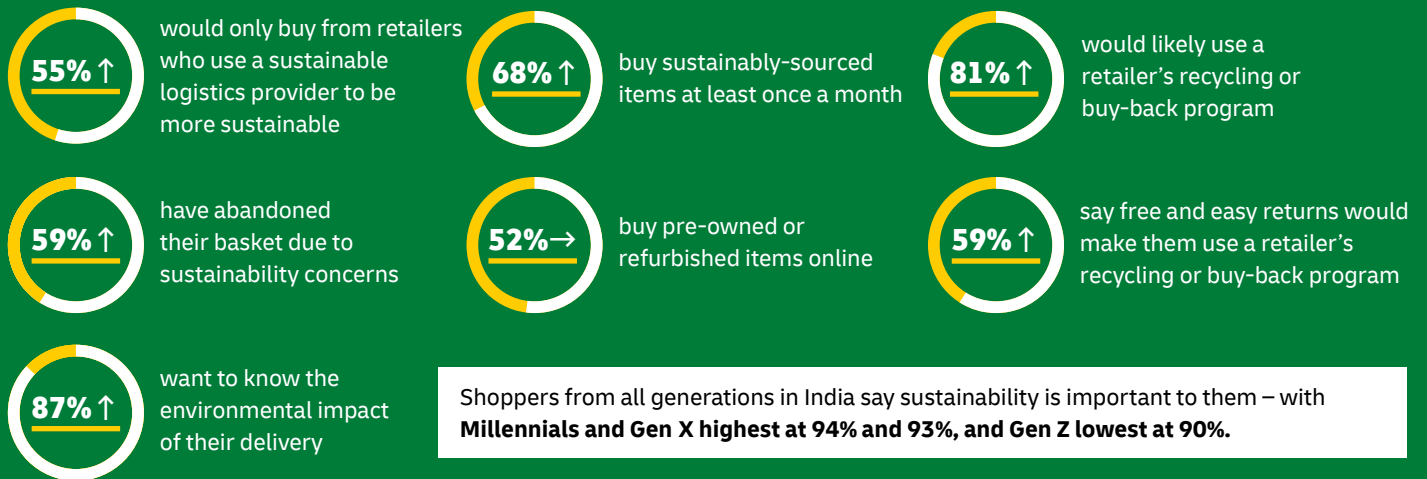
55% ↑

What do Indian shoppers buy online?



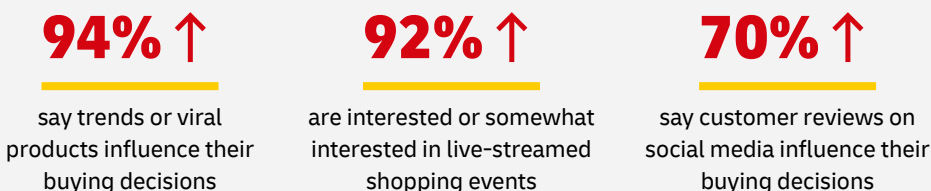
The shift to more sustainable choices

3 in 4 Indian shoppers say sustainability will become more important to them in the next five years.



Social shopping: connecting trends with the cart

4 in 5 shoppers in India have made a purchase on social media, and 89% say it could become their top shopping destination by 2030.



Keeping up vs. buying: generational differences

Instagram and YouTube are the platforms of choice for Gen Z and Millennials in India, whereas Gen X and Baby Boomers prefer to buy from Facebook. Gen X are the most likely to use social media to keep up to date with new products.

Do Indian shoppers believe the Black Friday hype?

69% buy online during Black Friday or Cyber Monday – but 13% don't believe the hype.

68% of Indian shoppers are motivated by savings and discounts during Black Friday. Millennials and Gen X lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

How much do Indian shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	67%	33%	71%
Millennials	77%	23%	76%
Gen X	69%	31%	75%
Baby Boomers	64%	36%	70%

What does it take to win over Indian shoppers?

From long delivery times and high shipping costs to not being offered their preferred options, the barriers to purchase for Indian shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



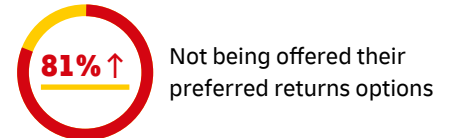
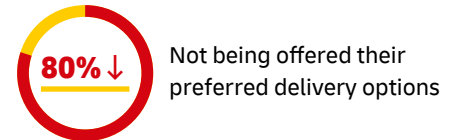
What frustrates these shoppers?



What improvements do they want?

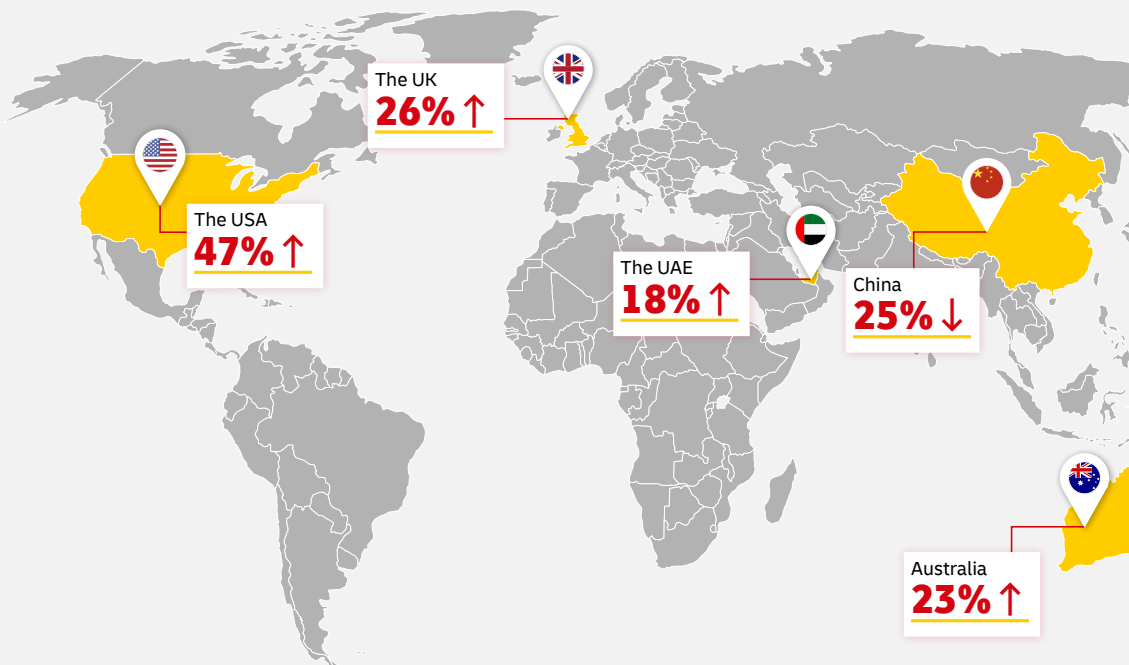


What makes them abandon their baskets?



Where does India buy from?

58% of shoppers in India buy from retailers in other countries – and 51% do so at least once a month. This rises to 56% for Millennials and 60% for subscription shoppers in this market.



60% ↑

buy from other countries to get better quality products

53% ↑

don't buy from other countries because of long delivery times

68% ↑

say prices in their local currency would make them feel more confident buying across borders

Who buys from India?



The UAE



Canada



Nigeria

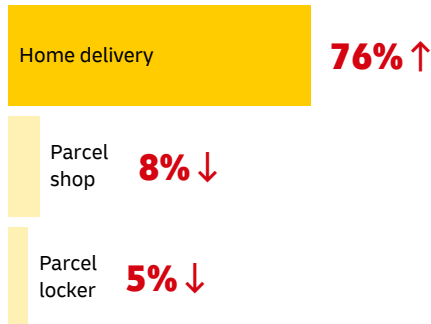
Do you run an e-commerce business in India?

Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

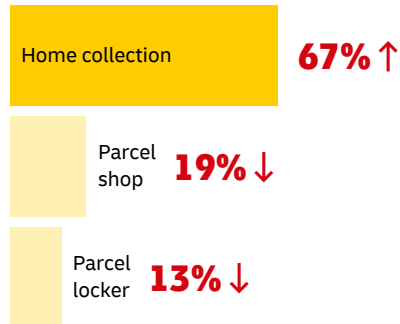
How can you deliver on their expectations?

4 in 5 Indian shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Free delivery and returns is particularly important to this market – 63% mainly buy from online retailers that offer free delivery, and 69% from those that offer free returns. [Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



50% ↓

won't buy from an online retailer if they don't trust the delivery provider

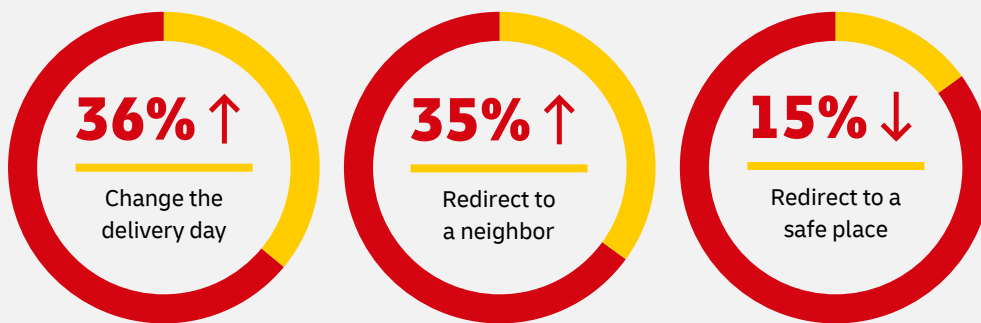


57% ↓

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



45% ↑

track and redirect their deliveries using the delivery provider's app



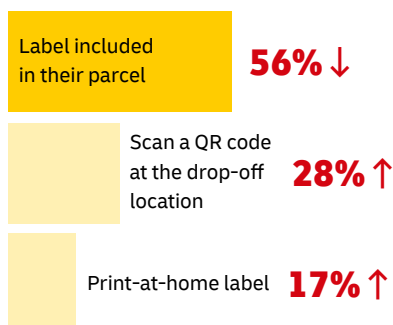
23% ↓

use the delivery provider's website

Return to retailer

83% of shoppers in India have returned an item to an online retailer, with 83% returning up to 30% of their purchases. Millennials, refurbished shoppers and cross-border shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Wrong size
2. Poor quality
3. Damaged during transit
4. Doesn't look like the image
5. Doesn't suit them



59% ↑

have spent more to get free delivery, then returned the extra items

33% ↓

prefer to return items via out-of-home locations



Unpack even more global insights...