

## **India B2B Ecommerce Market Forecast 2022-2028**

Market Report | 2022-09-06 | 152 pages | Inkwood Research

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### **Report description:**

#### **KEY FINDINGS**

The India B2B eCommerce market is estimated to record a 25.43% CAGR during the forecast years 2022-2028. Information-based strategies, AI business models for end-to-end tracking, and a rapid surge in consumption volume drive market growth in the country.

#### **MARKET INSIGHTS**

Increasing penetration of mobile phones, digital transformation across industries, etc., are some of the major factors expected to contribute to the India B2B eCommerce market growth during the forecast period. Increased usage of mobile platforms offers app-based solutions for customers' problems. The total volume of smartphone shipments across India was nearly 149.7 million in 2020. As per industry data, in India, the smartphone penetration rate was 54% in 2020, which is expected to reach 96% in 2040. This growth is expected to propel the India B2B eCommerce market.

Also, there has been growth in digital transformation. AI-powered business models are replacing traditional business models across India, as they can track businesses end-to-end. Further, business owners know their consumer preferences based on where they are from, what they have previously purchased, what age group they are in, etc. This information helps them take significant strategic initiatives across the country.

#### **COMPETITIVE INSIGHTS**

Some key players operating in the market are Flipkart, IndiaMART InterMESH LTD, Amazon.com Inc, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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