



E-Commerce: Trendgame

Savings - Trends and Behaviours, India 2021



ABOUT

CouponsWala is dedicated to providing quality offers that make purchases an exciting and affordable ordeal.



600,000+

Unique monthly visitors
for our site.

500,000+

Sign-ups for
CouponsWala news letter.

5,000+

Coupons dispensed
everyday.

6M +

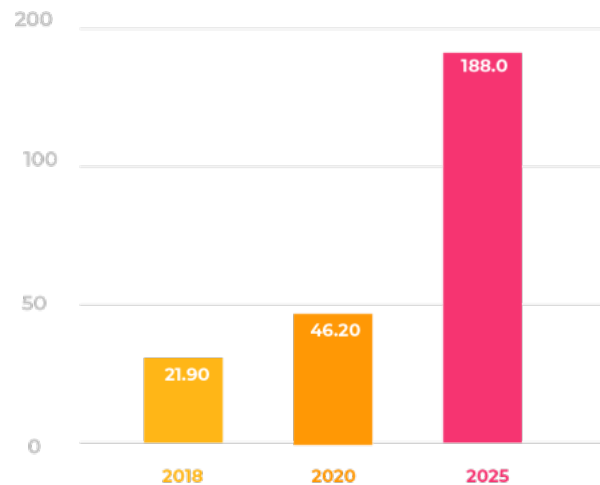
Impressions per month
recorded on our site.

Basic Trends

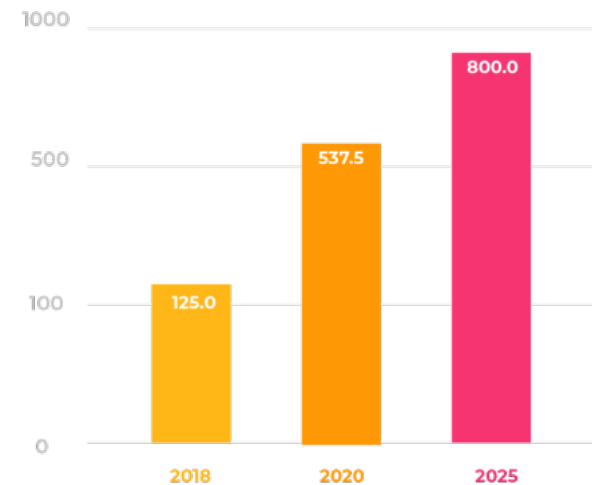
Studies show that more often than not, individuals search the internet for a plethora of things on a daily basis. However, when shopping online, numbers speak differently. The e-commerce sector is set to see a massive jump as the advancement in technology shows that the digital era is much more fruitful. E-commerce trends help companies reach their audience and cater specifically manufactured ads to get sales done. Something which cannot be done tangibly.

E-commerce in India is said to reach 99 billion US\$ by 2024. Grocery and fashion/apparel seem to be the likely duo who will be the key drivers of incremental growth. From 15th October to 15th November (2020), there were recorded gross sales worth Rs. 58,000 crore (US\$ 8.3 billion). That's 65% more than the Rs. 35,000 crore (US\$ 5 billion) earned last year by brands and sellers during the Indian e-commerce festival sales.

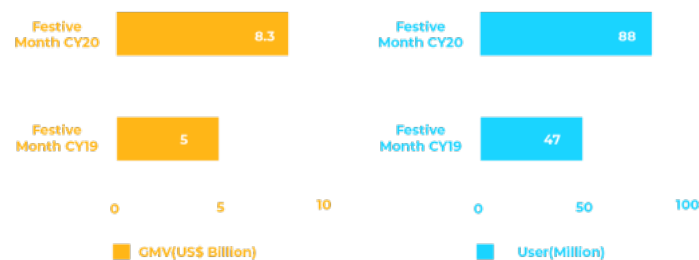
India's E-commerce Market (US\$ Billion)



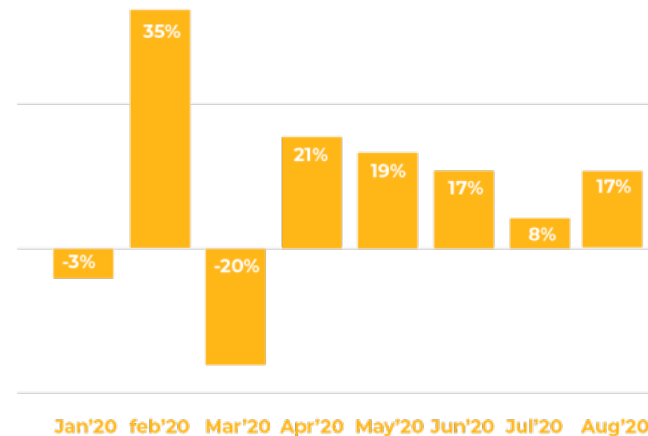
India's Internet Economy (US\$ Billion)



India's E-commerce Festive Statistics



India's Spending on Online E-commerce



Source : E-commerce in India: Industry Overview, Market Size and Growth, Indian Brand Equity Foundation (IBEF), Sep 2021

Methodology

This report delves into the current market trends in the E-commerce sector concerning savings behaviour. Each category was carefully analysed from data acquired through a survey and CouponsWala website traffic.

A **survey** conducted showed data of which brands and categories 3121 people across 8 cities search for offer when shopping online. (Refer "SURVEY")

Google Analytics Data was analysed from our website which showed the most traffic and visits for each category across cities.
(Refer "GOOGLE ANALYTICS")



Save while others are wasting. Here's what people are searching to save on.



A word cloud featuring various Indian e-commerce and lifestyle brands. The central and largest text reads "MOST VIEWED BRANDS" in red. Surrounding this are numerous brand names in different colors and sizes, including: MYNTRA (orange), FLIPKART (green), HP (small orange), NYKAA (blue), AMAZON (orange), BOAT (red), ZOMATO (orange), SMARTBUY (green), JIOMART (blue), UNACADEMY (blue), CROMA (orange), DOMINOS (orange), UDEMY (red), NYKAA (blue), MYNTRA (green), RELIANCE (orange), DIGITAL (orange), JIOMART (blue), SMARTBUY (orange), AMAZON (blue), FLIPKART (red), JIOMART (red), CROMA (green), ZOMATO (blue), RELIANCE DIGITAL (red), and NYKAA (blue). The background is white with faint, repeating brand names in light gray.

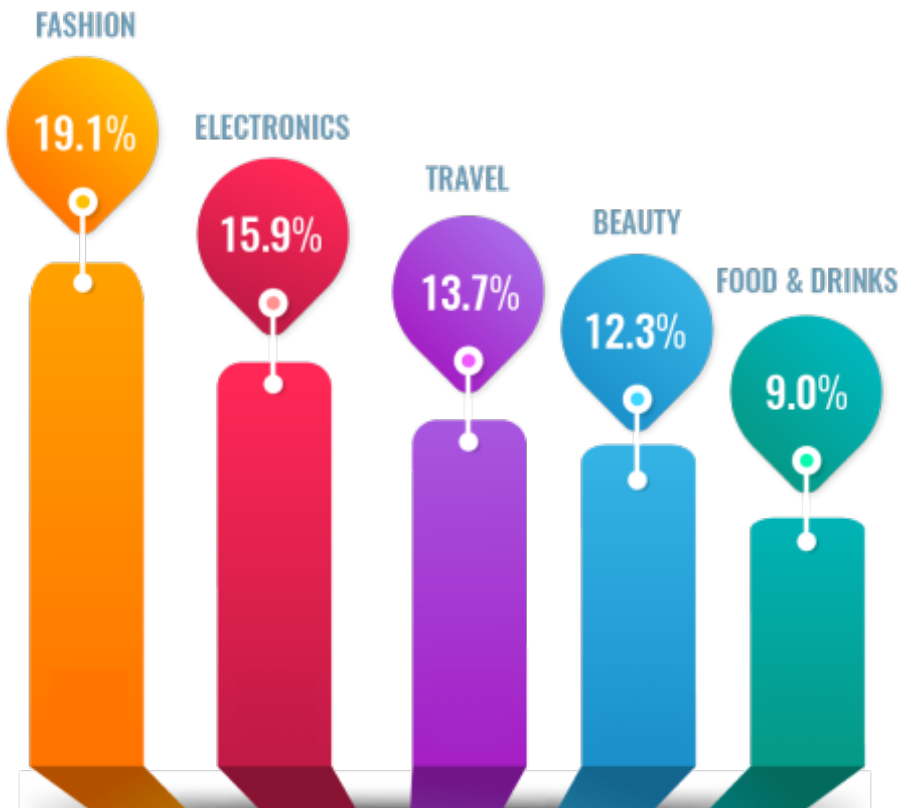
MOST VIEWED BRANDS

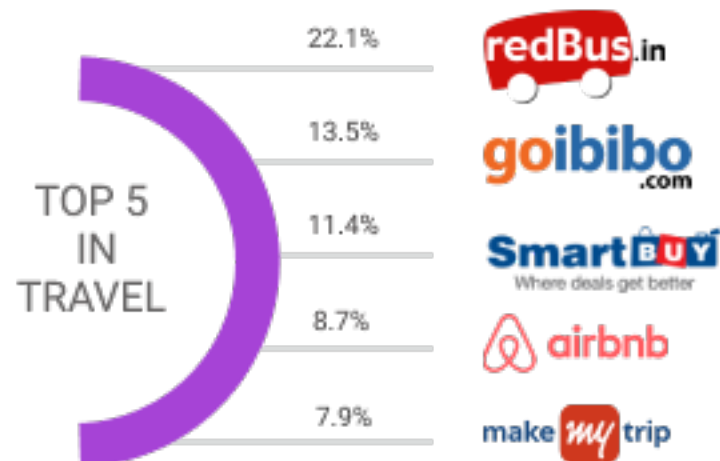
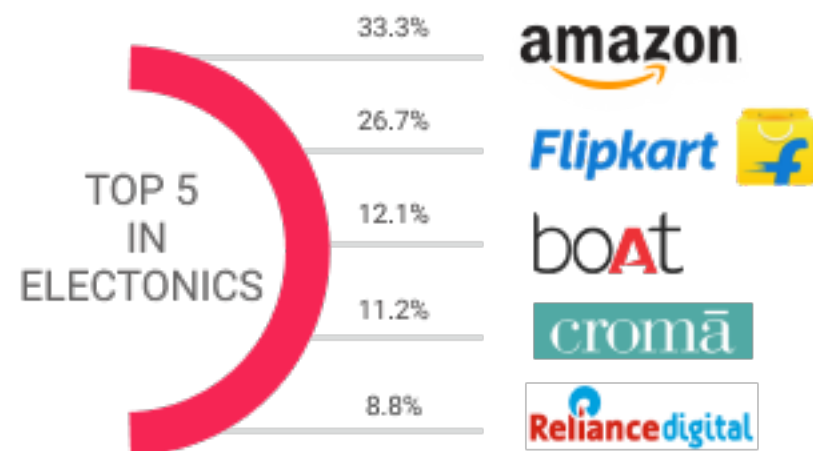
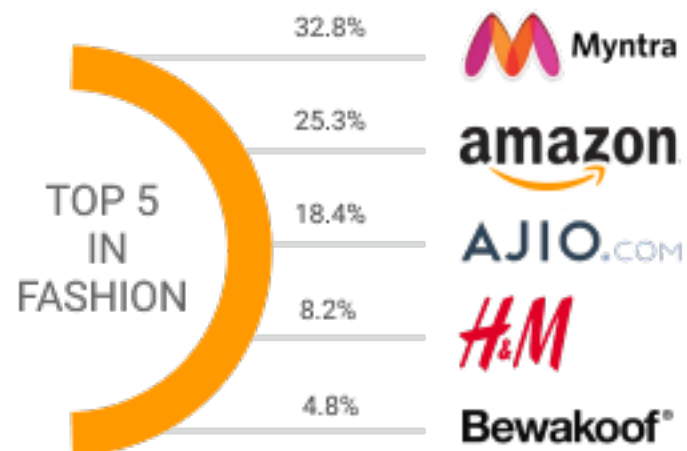
MYNTRA FLIPKART HP
NYKAA AMAZON BOAT
ZOMATO SMARTBUY JIOMART
UNACADEMY CROMA DOMINOS
UDEMY NYKAA
FLIPKART MYNTRA
BOAT RELIANCE
DIGITAL JIOMART CROMA
AMAZON SMARTBUY ZOMATO
JIOMART RELIANCE DIGITAL
SMARTBUY NYKAA

Top 5 Categories

SURVEY DATA

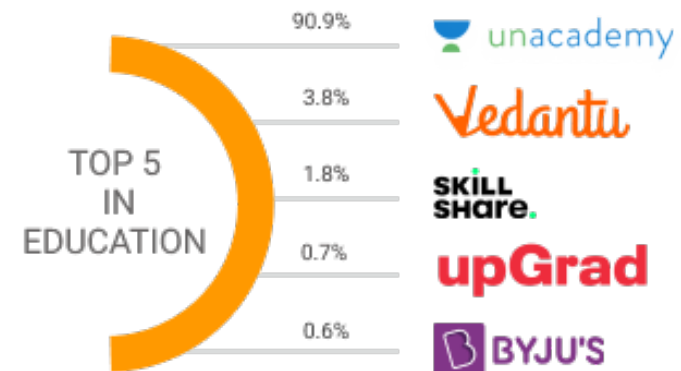
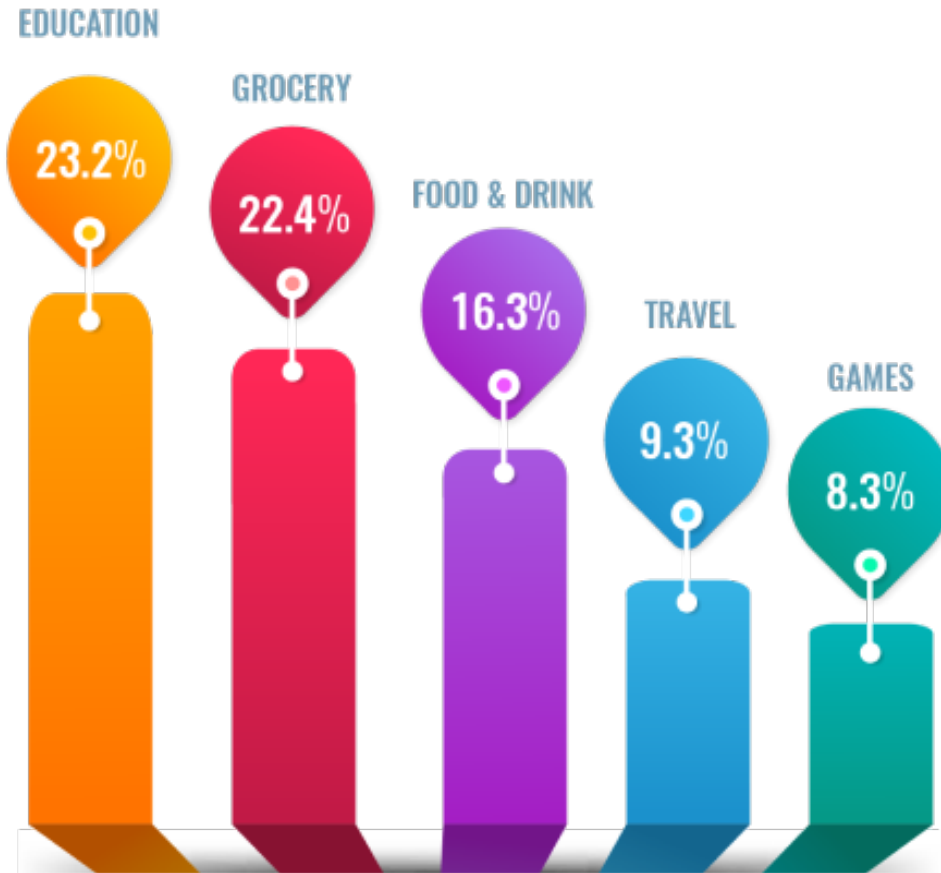
Here's what people want to save on the most.

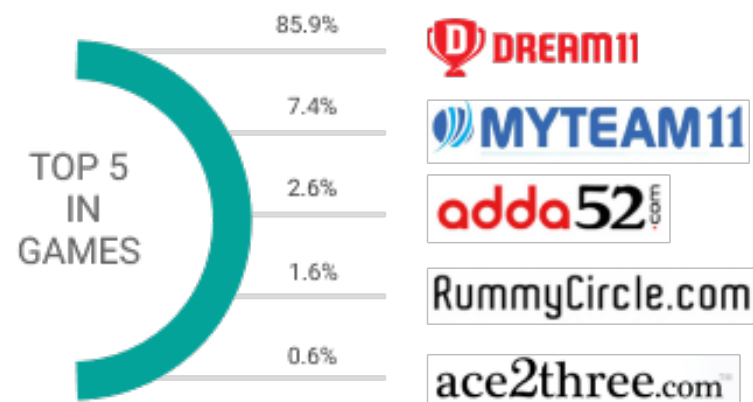
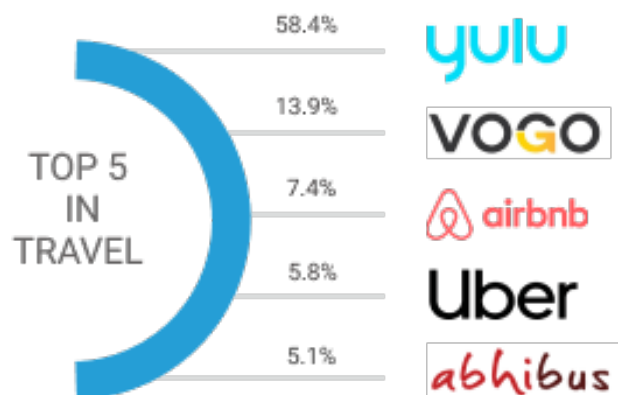
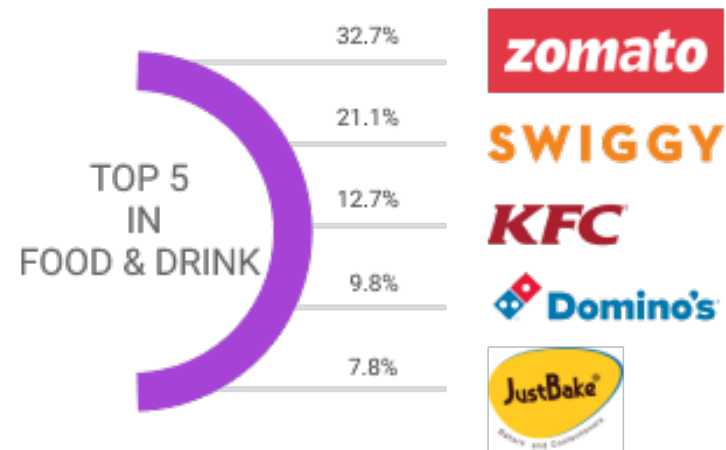
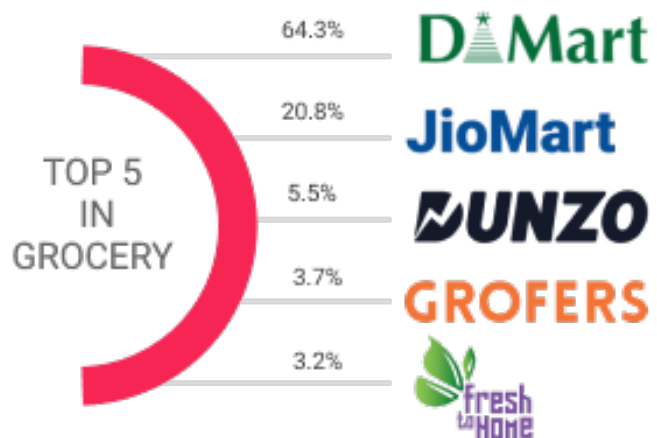




COUPONSWALA DATA

Here are the most searched categories on CouponsWala.

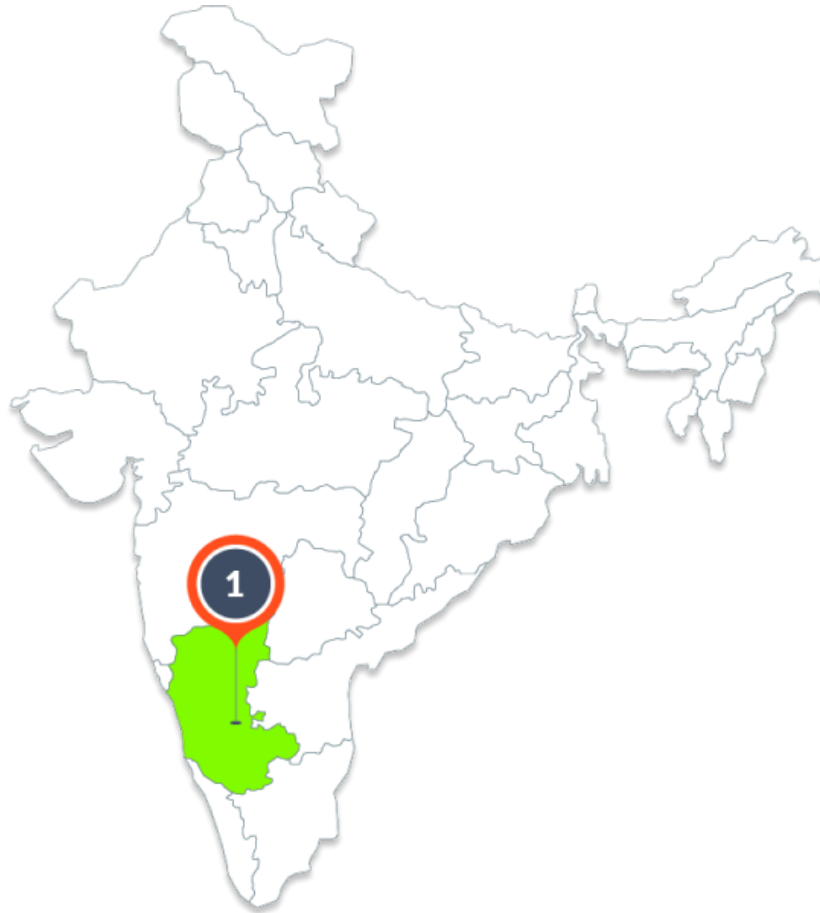




Top 8 Cities

BENGALURU

It's not just the weather and good food that people look forward to in India's silicon valley.



SURVEY

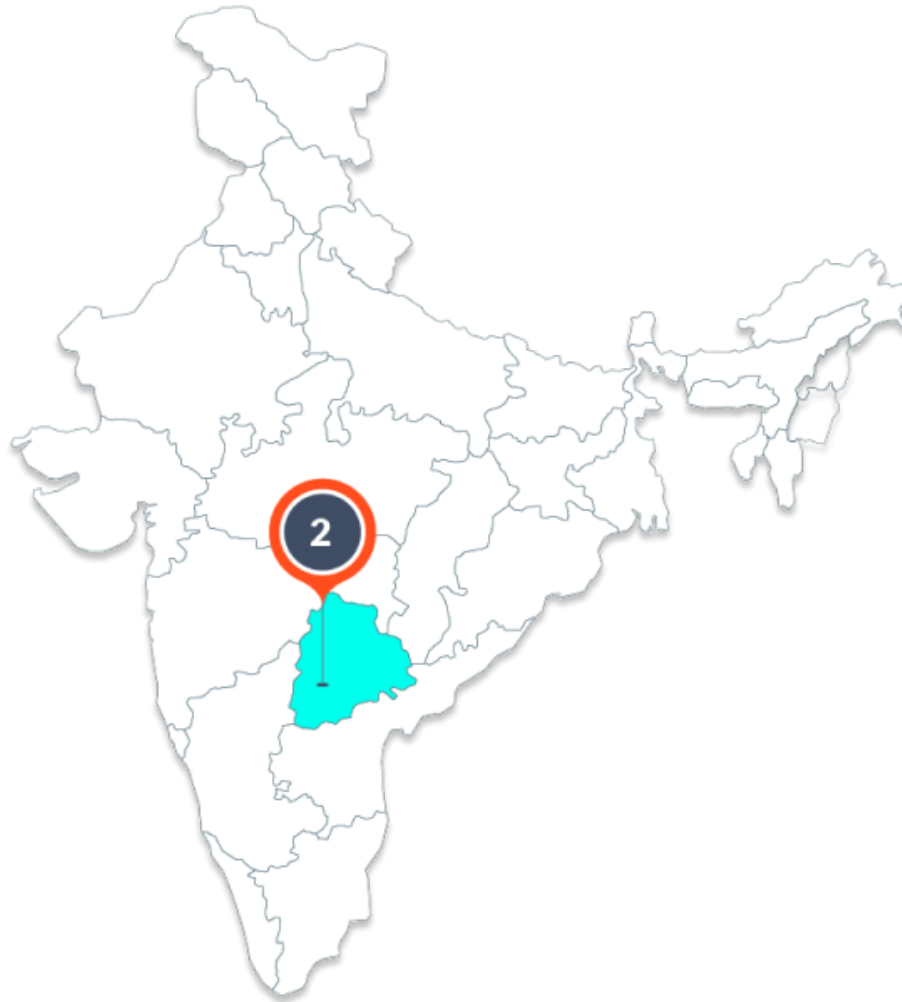


GOOGLE ANALYTICS



HYDERABAD

Just searching for the best biriyani? Think again.



SURVEY



GOOGLE ANALYTICS

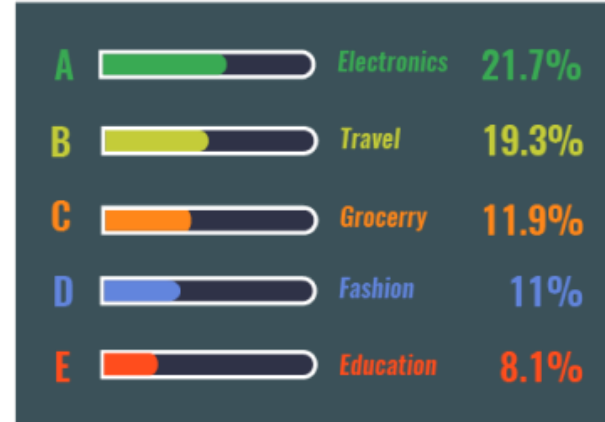


DELHI

The heart of India that is more than just a recreational wonderland.



SURVEY

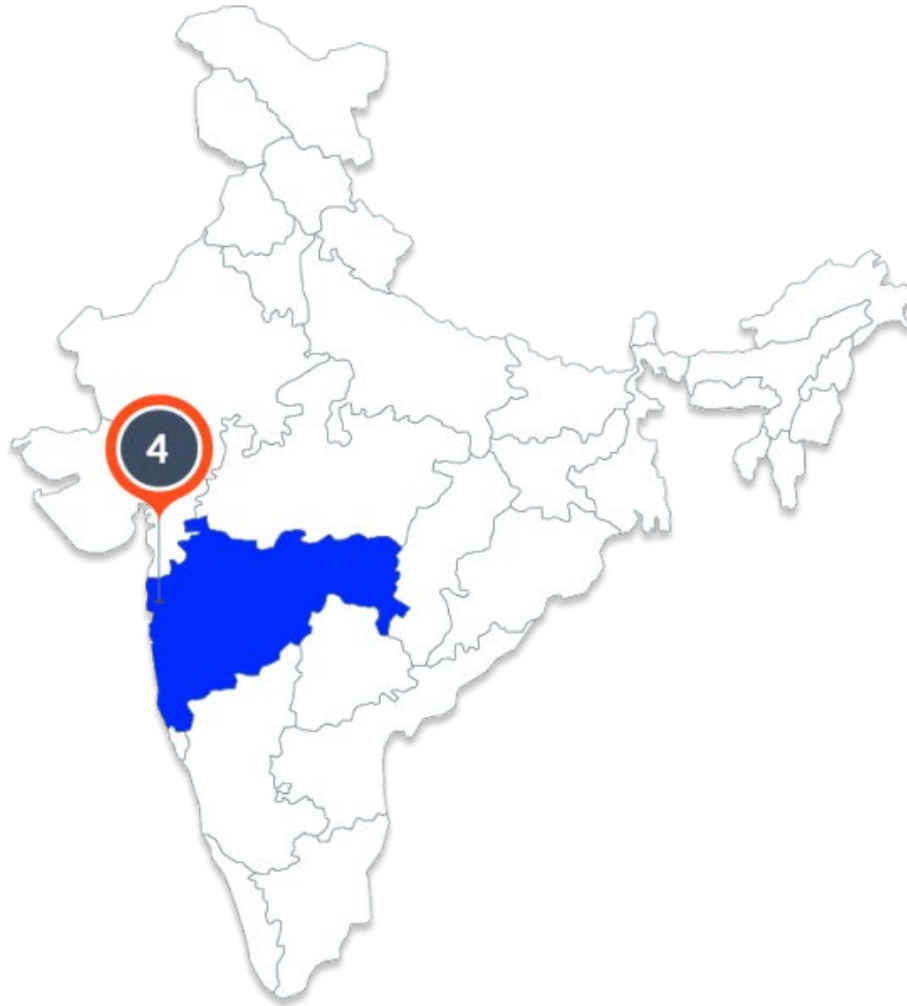


GOOGLE ANALYTICS



MUMBAI

Home of the Bollywood film industry but people aren't just looking for Shah Rukh Khan.



SURVEY

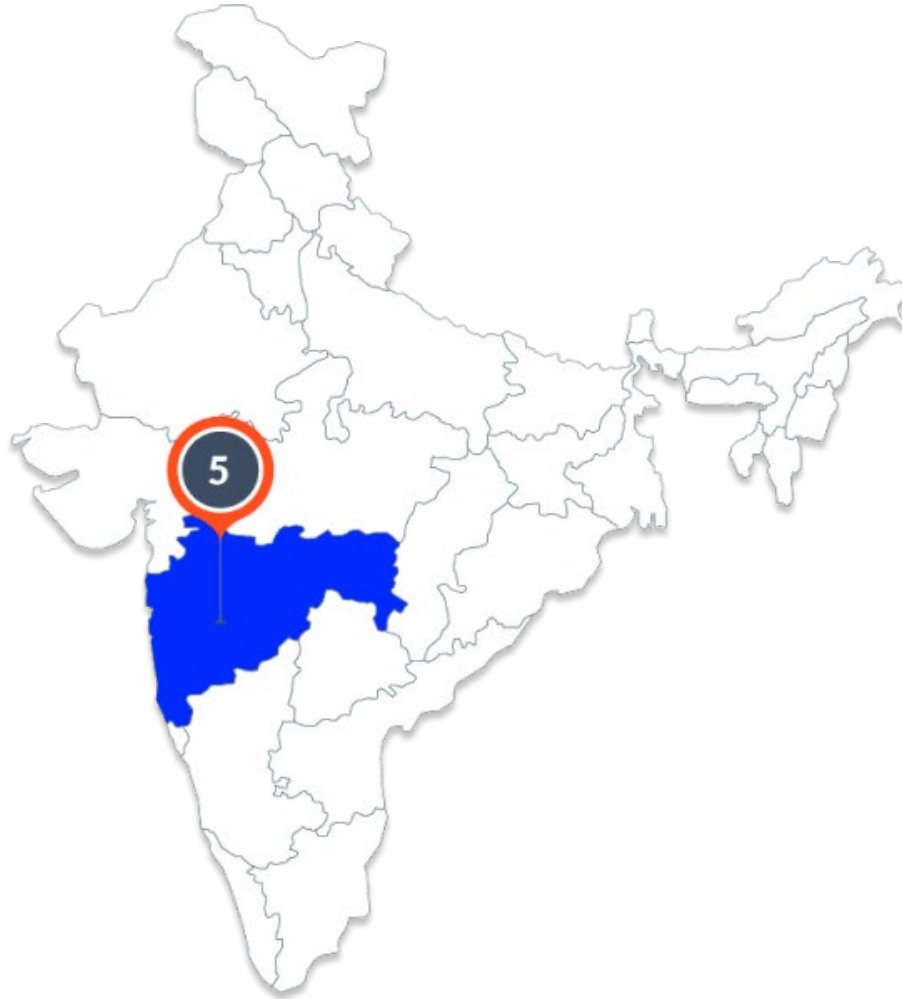


GOOGLE ANALYTICS



PUNE

The top automobile manufacturing hub has secrets that more than meet the eye.



SURVEY

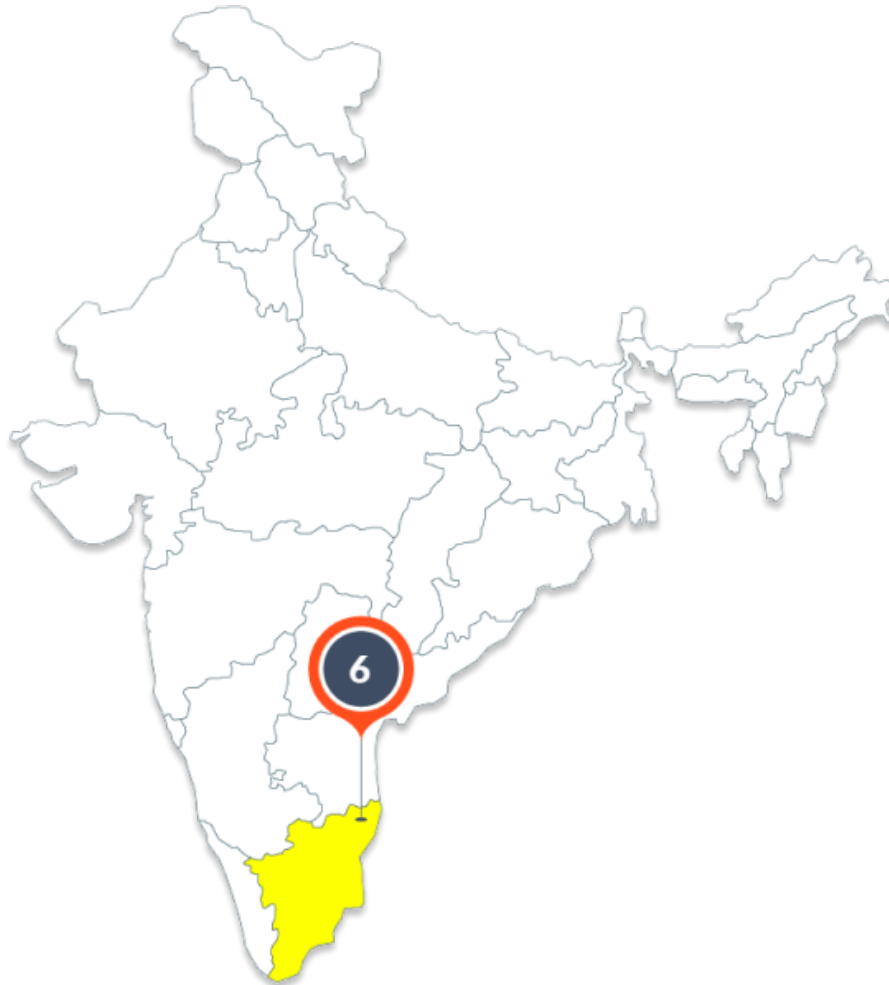


GOOGLE ANALYTICS



CHENNAI

Famous for a wide array of temples, people aren't just looking for architectural marvels.



SURVEY

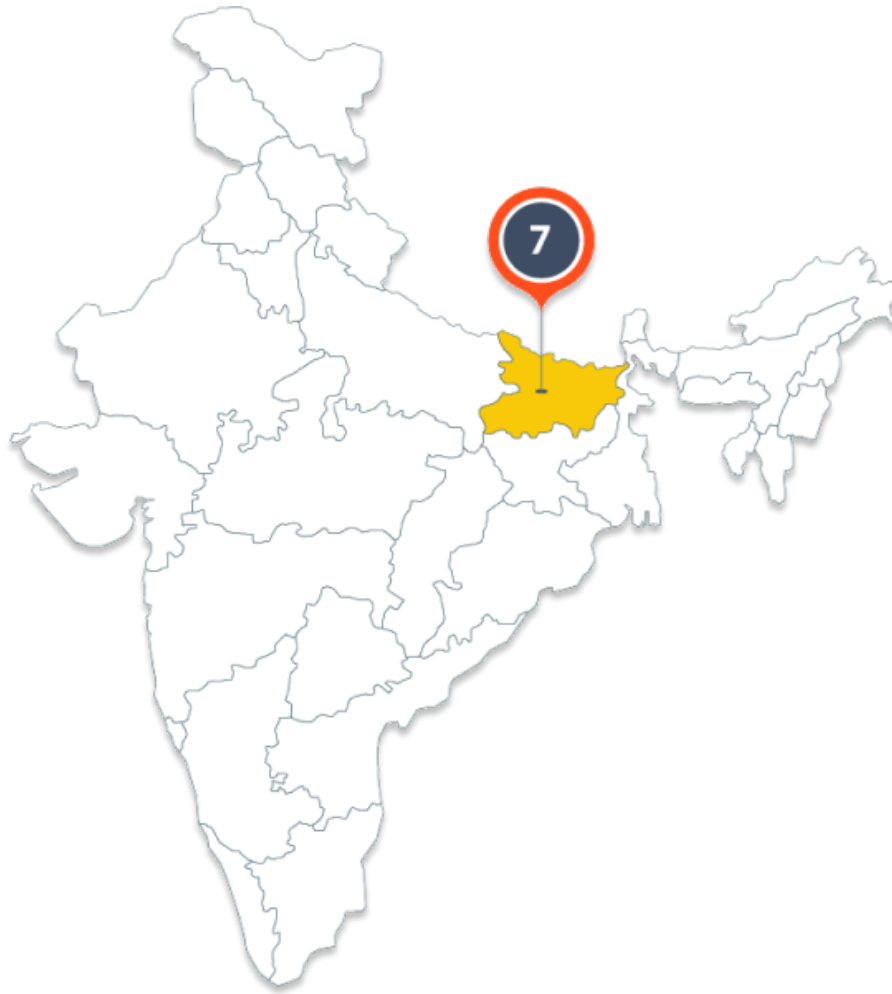


GOOGLE ANALYTICS

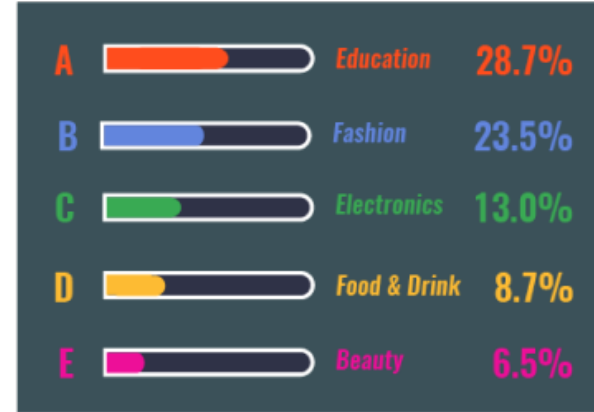


PATNA

An ancient city full of history, and no we're not talking about the ones in your browser.



SURVEY

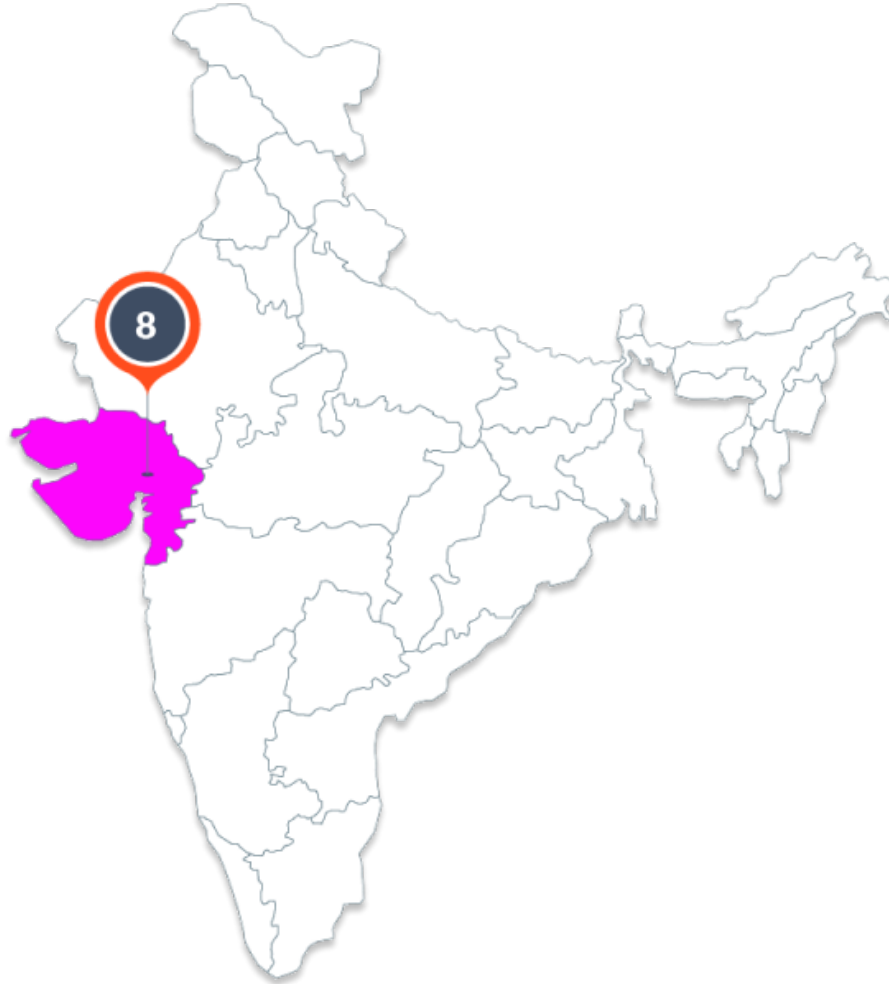


GOOGLE ANALYTICS

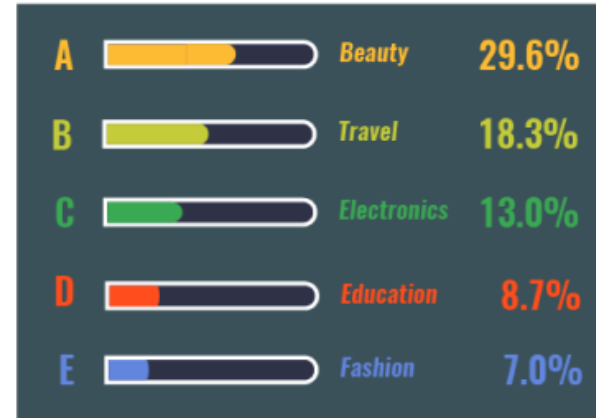


AHMEDABAD

Feeling comfortable in your cotton clothes? Ahmedabad says “You’re Welcome”.



SURVEY



GOOGLE ANALYTICS





**BROKE BUT WANT TO SHOP?
COUPONSWALA SHOULD BE
YOUR NEXT STOP.**

FOLLOW US ON

couponswala.com

