



A focus on India

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

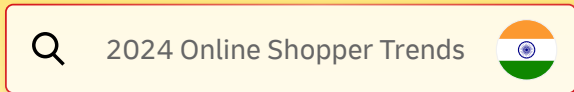
To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in India. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to India or are considering doing so, these insights can help you expand into this market.

Key

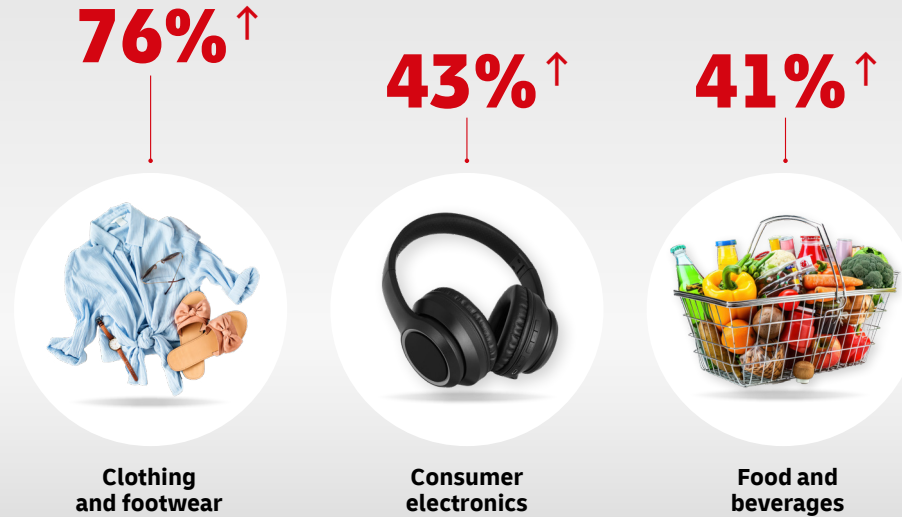
- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average



To find out more about the data used in this report, [click here](#)

What does India buy online?

90% of Indian shoppers browse online at least once a week, and **37% say they browse two to three times a week**. They actively buy online as well – **72% make a purchase at least once a week**. But what do they buy most often?



Online shopping subscriptions are popular in India – 64% of consumers have one.

The most popular items regularly being delivered are clothing, beauty products and household products. If you don't already offer a subscription service, you might want to consider one.

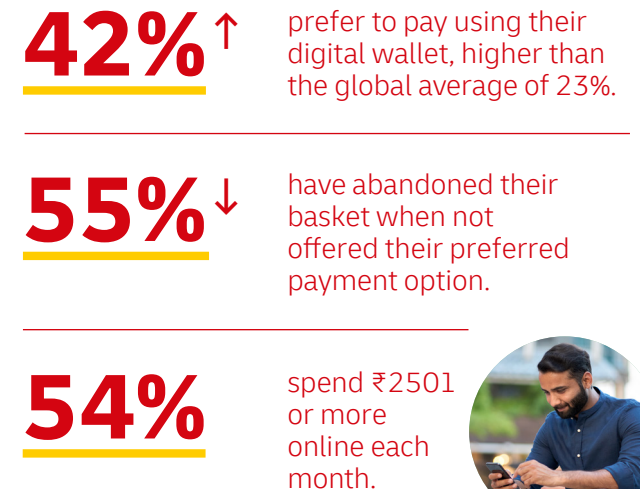


How does India shop online?

Indian shoppers are active on social media.



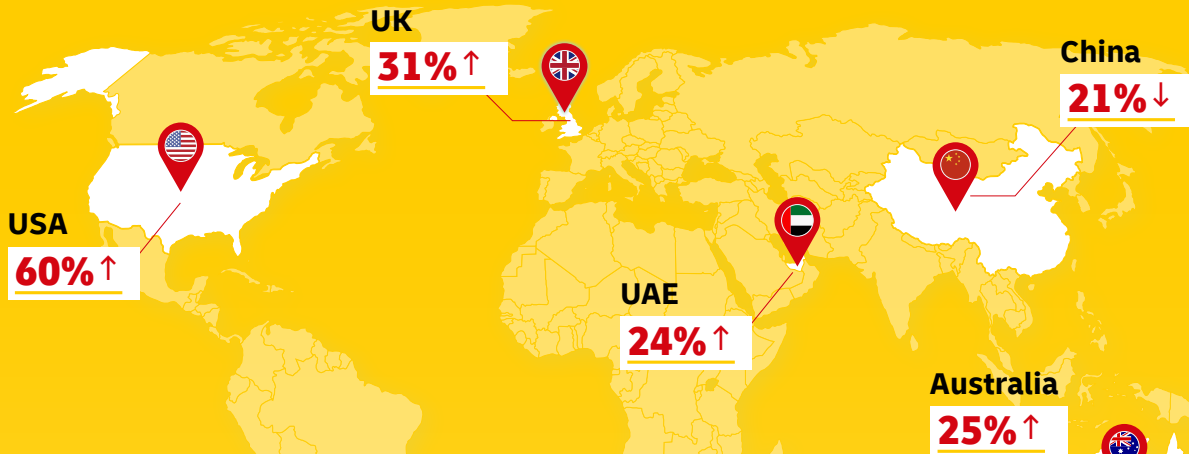
Spending habits of Indian shoppers



Selling to India

49% of Indian consumers buy from abroad. 71% say they do so at least once a month. For retailers thinking about expanding into this market, it's important to understand why these shoppers do (or don't) buy from abroad.

Which countries do Indian shoppers buy from?



Why do they buy from abroad?

58% ↑

To get better quality products.

42% →

A wider choice of products.

42% ↑

Previous good experience.

Why don't they buy from abroad?

55% ↑

Fear of fraud.

53% ↑

Longer delivery time.

43% ↑

High return costs.

60% of Indian shoppers would feel more confident buying from abroad if prices were displayed in their local currency.



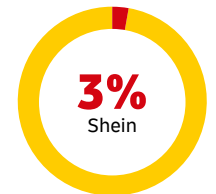
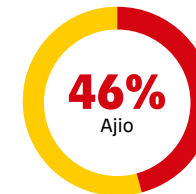
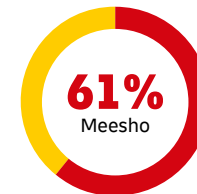
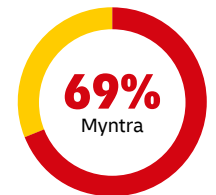
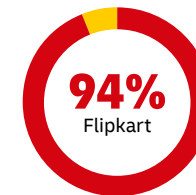
COUNTRY TRENDS REPORT



100% ↑ of Indian shoppers buy from marketplaces.

36% of this market say they shop online as there is more choice, so it's no surprise marketplaces are so popular. With a huge range of products at different prices, shoppers can find everything they need. If you're not already doing so, consider selling via marketplaces to reach these shoppers.

Which marketplaces are most popular with Indian shoppers?



Do you run an e-commerce business in India?

There are opportunities to grow your business by selling to other countries.

Indian goods are most popular with shoppers in:



UAE



Australia



Nigeria

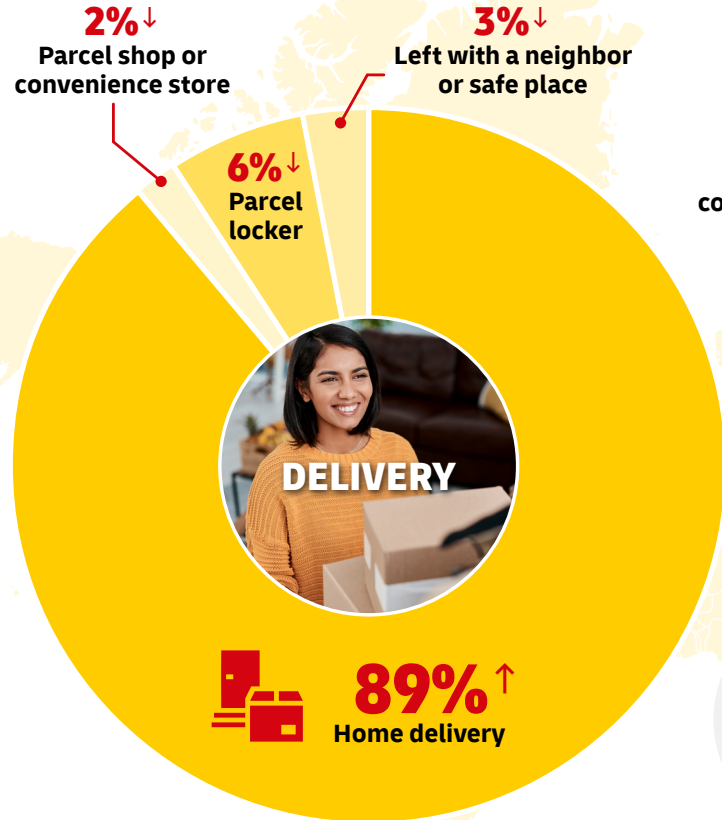


2024 Online Shopper Trends

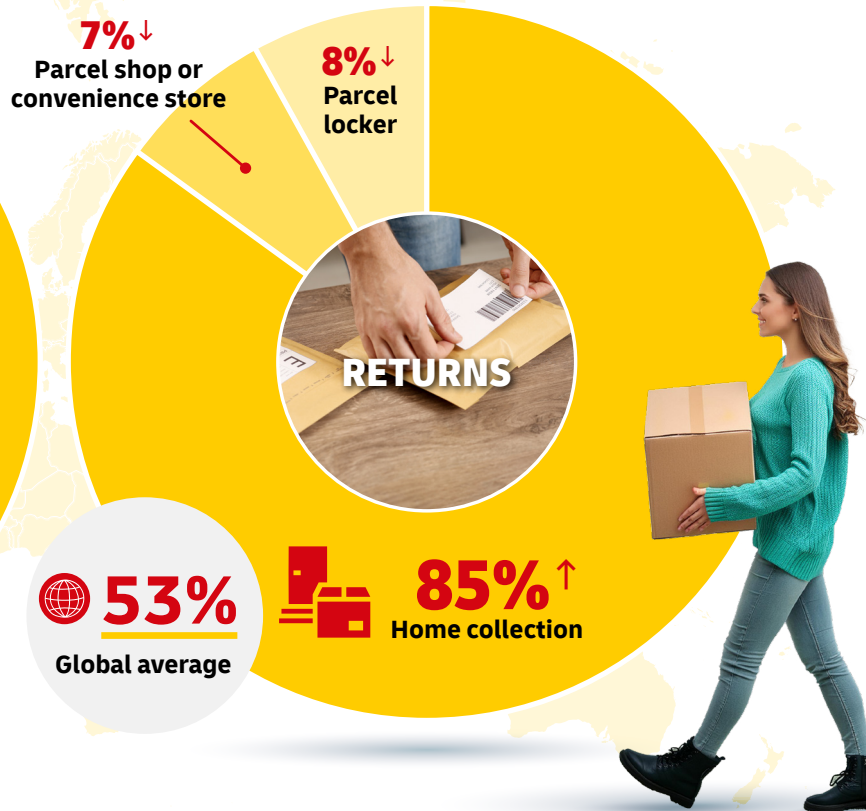


How do Indian shoppers want to receive and return their orders?

Offering the delivery options these consumers want is important if you want to secure sales. 65% frequently abandon their basket if not offered their preferred delivery option, compared to 48% of global shoppers.



70% prefer it if a return label is included in their parcel, higher than the global average of 60%.



If they need to redirect their delivery, **87% prefer to have their parcel left in a safe place** and **81% want to be able to change the delivery day.**

!! 68% of Indian shoppers say they mainly buy from shops that offer free delivery, higher than the global average of 53%. If you sell to this market, consider offering free home delivery and returns as these options are most popular with shoppers.

98% ↑
say delivery options influence where they shop online.

63% ↓
say free delivery would improve their online shopping experience.

72% ↑
say next day delivery is important to them.

53% ↑
say free returns would improve their online shopping experience.



Anything else to know about this market?



82% ↑ always use a smartphone to shop online.

57% of global shoppers always use a smartphone.



40% ↑ always use a retailer's mobile app.

22% of global shoppers always use a retailer's mobile app.

Why are Indian shoppers abandoning their baskets?

34% ↓

Delivery is too expensive.

28% ↑

No returns options are listed.

27% ↑

Delivery is too slow.



86% ↑

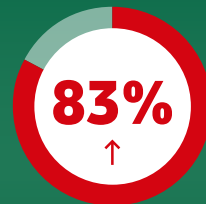
prefer to create or have an account with an online retailer instead of checking out as a guest.

49% ↑

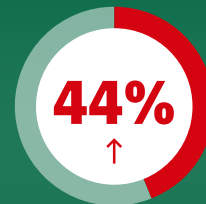
have subscribed to an online retailer's email newsletter to get exclusive access to new products or services.

How important is sustainability to Indian shoppers?

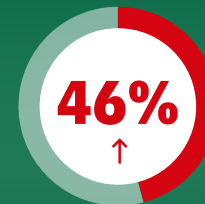
Indian shoppers value sustainability, and they are willing to pay more to make their deliveries more environmentally friendly.



say sustainability is important to them when shopping online.



would always choose to pay more for a more sustainable delivery.



would always choose to pay more for more sustainable packaging.



Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



Country Reports

Want to know what matters most to shoppers in a specific country?

LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.