



Euromonitor
International

Digital Shopper in India

August 2025

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EXECUTIVE SUMMARY

Digital Shopper in 2024: The big picture

Smartphones and mobile applications drive growth for e-commerce in India

Competition amongst e-commerce retailers intensifies, driving greater focus on delivery speed

What is next for digital shopper?

E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

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Foodservice E-Commerce

Travel E-Commerce

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Voice Platform E-Commerce

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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