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E-Commerce Apps and Websites in India

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ABSTRACT: E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange, inventory management systems, and automated data collection systems. The existence value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, but also saving a lot of valuable time. There are different types of e-commerce e.g. B2C, B2B, C2B, C2C, B2G, C2G, G2B, G2C, etc. India is the 8th largest market for e-Commerce with a predicted revenue of US\$71,292.1 million by 2023. With an expected increase of 17.4% in 2023, the Indian e-Commerce market contributed to the worldwide growth rate of 17.0% in 2023. There are many apps and websites for e-commerce in India for purchasing the product online. Some apps and websites like amazon, flipkart, meesho, etc. shows higher growth in India.

KEYWORDS: E-Commerce, Ecommerce Apps, Ecommerce Websites, Amazaon, Flipkart.

I. INTRODUCTION

E-commerce is the activity of electronically buying or selling of products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Either way, ecommerce allows startups, small businesses, and large companies to sell their products at scale and reach customers across the world. Typical e-commerce transactions include the purchase of products (like mobile phone, laptop, tv, cloths, etc.) or services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. The existence value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, but also saving a lot of valuable time. This year, an estimated 2.14 billion people worldwide will buy goods and services online. Finally, Section VI presents conclusion.

II. MATERIALS AND METHODS

For this study, we used laptops, smartphones to collect data and information on e-Commerce. We used different websites of different organizations working in the area of e-Commerce. Studied research papers on e-Commerce on Google Scholar, Science Direct, journals, etc. High speed internet facility like fiber optic internet services, wireless networks, mobile internet were used for downloading data and information. Internet browser software viz. Google chrome, Mozilla Firefox, Edge were used for opening the different related websites on the Internet and to download it. Search engines like Google, Google Scholar and other search engines have been used for searching the latest information and literature on the topic. E-commerce data and information are downloaded, collected, cleaned, tabulated, stored and summarised. Data is analysed by using different statistical software and data analysis tools. Results of analysis on the data have been presented and concluded in this paper.

III. TYPES OF E-COMMERCE

Ecommerce takes as many different forms as there are various ways to shop online channels. A few common business models that shape the world of ecommerce are:

- B2C – Businesses sell to individual consumers (end-users). The most common model with many variations.
- B2B – Businesses sell to other businesses. Often the buyer resells products to the consumer.
- C2B – Consumers sell to businesses. C2B businesses allow customers to sell to other companies.



- C2C – Consumers sell to other consumers. Businesses create online marketplaces that connect consumers.
- B2G – Businesses sell to governments or government agencies.
- C2G – Consumers sell to governments or government agencies.
- G2B – Governments or government agencies sell to businesses.
- G2C - Governments or government agencies sell to consumers.

IV.E-COMMERCE IN INDIA

These are exciting times for ecommerce in India. India is the 8th largest market for eCommerce with a predicted revenue of US\$71,292.1 million by 2023, placing it ahead of Canada. Revenue is expected to show a compound annual growth rate (CAGR 2023-2027) of 13.9%, resulting in a projected market volume of US\$119,967.0 million by 2027. With an expected increase of 17.4% in 2023, the Indian eCommerce market contributed to the worldwide growth rate of 17.0% in 2023. Five markets are considered by ecommerceDB within the Indian eCommerce market. Food & Personal Care is the largest market and accounts for 31.4% of the Indian eCommerce revenue. It is followed by Fashion with 27.9%, Electronics & Media with 18.6%, Furniture & Appliances with 12.0%, and Toys, Hobby & DIY with the remaining 10.1%.

V. RESULTS AND DISCUSSIONS

1) E-Commerce website and apps according to monthly active users

Top 10 ecommerce websites and apps that are driving ecommerce growth in India. These include a bouquet of apps.

Table 1: Top ecommerce websites and apps that are driving ecommerce growth in India

Sr. No.	Name of Apps	Mobile app ranking by monthly active users (MAU)	Mobile app ranking by downloads	Ranking by web visits	Web desktop and mobile visits (millions)	Downloads from Google Play Store
1	Amazon	1	5	1	849.8	500M+
2	Flipkart	2	4	2	530.3	500M+
3	Meesho	3	1	5	122.3	100M+
4	Myntra	4	8	4	141.5	100M+
5	Ajio	5	6	9	84.2	10K+
6	OLX	6	10	10	80.8	10Cr+
7	Snapdeal	7	7	11	47.9	100M+
8	Jiomart	8	9	17	30.8	500M+
9	TataCLiQ	9	12	14	38.4	50M+
10	Realme Store	10	41	34	13	1Cr+

Above table 1 shows the ranking of ecommerce websites and app as per mobile monthly active users. It shows that Amazon is the first ranking website and apps in Indian e-Commerce market having 849.8 million web desktop and mobile visits. Similarly, Flipkart shows 2nd ranking with 530.5 million visits, Meesho shows 3rd rankings, Mytra shows 4th ranking, Ajio shows 5th ranking, OLX shows 6th ranking, Snapdeal shows 7th ranking, Jiomart shows 8th ranking, TataCLiQ shows 9th ranking and Realme store shows 10th ranking.



2) **E-Commerce website and apps according to monthly visits**

There are 10 website and apps according to monthly visits.

Table 2: Most Visited Websites by Traffic in India for E-commerce and Retail in January 2023

Position	Website	Monthly Visits	Pages / Visit	Bounce rate
1	Amazon.in	454,530,453	3.81	50.94%
2	Flipkart.com	254,525,334	2.13	64.93%
3	Amzn.to	142,568,675	2.01	69.89%
4	Mangakakalot.com	102,716,116	5.29	38.41%
5	Myntra.com	62,503,030	2.50	68.18%
6	Samsung.com	55,036,114	2.26	66.32%
7	Indiamart.com	43,420,122	1.71	69.40%
8	Goodreads.com	34,912,730	3.46	44.84%
9	Meesho.com	28,037,215	2.86	58.25%
10	Aliexpress.com	26,804,210	2.35	70.09%

1. **Amazon**

Amazon.in is the most visited E-commerce and Retail website in India in January 2023, attracting nearly 454.53 M monthly visits. Amazon top the list in India when it comes to monthly active users (MAUs). The US-headquartered giant is one of the country’s seasoned ecommerce players, having rolled out its India website in 2013.

2. **Flipkart**

Being India’s biggest second homegrown ecommerce company, Flipkart has been in a neck and neck competition with Amazon for pole position. With second-placed flipkart.com receiving 254.5M visits in January 2023. Founded in 2007, Flipkart was acquired by Walmart in 2018 for US\$16 billion, which, at the time, was called the world’s largest ecommerce deal.

3. **Amzn.to**

Amzn.to also performed strongly, generating nearly 142.6M visits.

4. **Mangakakakot**

Mangakakalot.com also performed strongly, generating nearly 102.7M visits.

5. **Myntra**

Myntra is an online fashion destination that carries brands like Mango, H&M, and Vero Moda, among others. Acquired by Flipkart in 2018 – which indirectly makes it a Walmart subsidiary – Myntra is known for investing in technology such as the metaverse, live commerce, and artificial intelligence to keep it ahead of the ecommerce curve. Myntra performed very good, generating nearly 62.5M visits.

6. **Samsung**

Samsung.com also performed very good, generating nearly 55.03M visits.

7. **Indiamart**

Indiamart.com also performed very good, generating nearly 43.42 M visits.

8. **Goodreads**

Goodreads.com also performed good, generating nearly 34.912 M visits.

9. **Meesho**

Goodreads.com performed good, generating nearly 28.037 M visits.

10. **Aliexpress**

Aliexpress.com performed good, generating nearly 26.804 M visits.

VI. CONCLUSIONS

These are exciting times for ecommerce in India. India is the 8th largest market for eCommerce with a predicted revenue of US\$71,292.1 million by 2023, placing it ahead of Canada. Revenue is expected to show a compound annual growth rate (CAGR 2023-2027) of 13.9%, resulting in a projected market volume of US\$119,967.0 million by 2027. It shows that Amazon is the first ranking website and apps in Indian e-Commerce market having 849.8 million web desktop and mobile visits. Similarly, Flipkart shows 2nd ranking with 530.5 million visits, Meesho shows 3rd rankings, Mytra shows 4th ranking, Ajio shows 5th ranking, OLX shows 6th ranking, Snapdeal shows 7th ranking, Jiomart shows 8th ranking, TataCLiq shows 9th ranking and Realme store shows 10th ranking. Mostly visited websites and apps by traffic in India for e-commerce and retail in January 2023 are amazon.com, flipkart.com, amzn.to, mangakakalot.com, myntra.com, samsung.com, indiamart.com, goodreads.com, meesho.com, aliexpress.com. E-commerce market is increasing with increase of Internet on mobiles, laptops, desktop in India.

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