



INCREFF

Incredible Efficiency

E-commerce

April, May, June 2022

Insights & Emerging Trends

—● **Reports** ●—

Fashion & Apparel

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1. Introduction

With a constant shift in customer preferences and shopping behaviors, keeping up with e-commerce trends is no more an option but a necessity. The rise in digital literacy, an influx of government investment, and increasing internet penetration in the depths of the country have turned India into a hotbed for innovation and e-commerce expansion. The rapid growth of D2C brands has further added to the competition and retailers need to constantly identify new opportunities to stay in the game

Analyzing fashion & apparel sales data of more than ~4 Million online orders processed during April, May, and June of 2022 by Increff Warehouse Management System (WMS), we noticed the following trends that brands and retailers can capitalize on.

Continue reading and find answers to the following

- › Which state & city has the maximum e-commerce sales contribution?
- › What fashion category has the lowest returns rate?
- › Which state has the lowest contribution from women wear shopping?
- › Top 20 cities that have the highest sales revenue contribution?
- › How shoppers in Tier 2 cities are preferring more branded items, over the private label, compared to those in Metro cities?

... and many more!

