

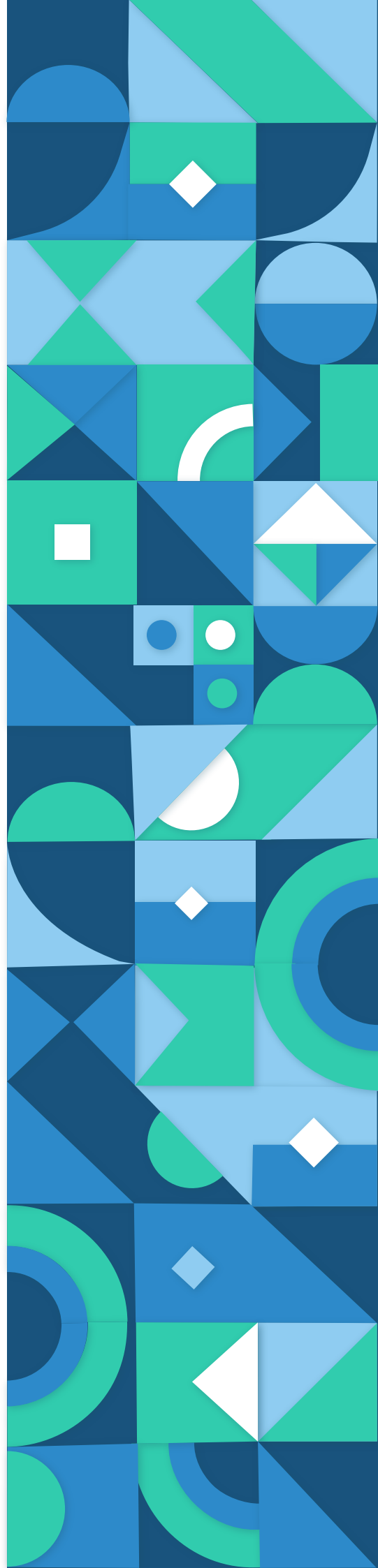
**INCREFF**

Incredible Efficiency

# E-commerce 2022

JFM Insights and  
Emerging Trends  
— Report —

**Fashion & Apparel**



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# 1.

## Introduction

Despite modern trade normalizing during the course of the year, post covid, the online shopping trend has been scaling rapidly. While shoppers are eager to step out and experience shopping in its traditional way, there's no doubt that the role of stores has changed to accommodate the shift in shopping behaviour.

Analyzing fashion & apparel sales data of more than 5 Million online orders processed during the first quarter of 2022 by our Warehouse Management System (WMS), we noticed trends that brands and retailers can capitalize on.

### Continue reading and find answers to:

- 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!

