



INCREFF
Incredible Efficiency

E-commerce ◆ 2022 ◆

July, August, September
insights and emerging
trends report

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Introduction

In the new normal of the retail world, consumers continue online shopping as brands focus on expanding their digital presence and grow omnichannel retail.

The Indian retail industry experienced an upward trajectory in e-commerce sales when compared to pre-pandemic levels. Even after a pause of two years, the nation massively celebrated its festive season by making a 'big-billion' jump in sales. Since this change was driven by industry trends, and techniques, it's crucial for retailers and brands to keep a watch on these trends.

Here is the E-commerce 2022 insights and emerging trends report, presenting the sales data of ~ 4.5 Million online orders processed during July, August, and September 2022 by Increff Warehouse Management System (WMS). This report sheds light on the region-wise sales performance and trends across all the major fashion categories that brands and retailers can capitalize on.

Move on to the next [page](#) to check out the complete report!

