



INCREFF

Incredible Efficiency

E-commerce 2022

Insights and emerging trends report

October, November, and December

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Introduction

The winter breeze brings warmth to fashion sales.

India is now entitled as 'World's most Populous Country'. The rise in its population density index, along with growth in per capita spending of the consumers uplifts the need for the '*Roti, Kapda aur Makaan*' concept (Food, clothing, and shelter are basic needs).

Despite the dropping temperatures, shoppers braved the cold and rushed to purchase winter wear in various parts of India, helping retailers shore up e-commerce fashion sales. Hence, justifying that the need for *kapda* (clothing or fashion) never fades.

Moreover, product innovations and the rise of smart technology have provided a huge growth opportunity for the market. Since these changes are driven by industry trends, and techniques, it's crucial for retailers and brands to keep a watch on these trends.

Here is our latest E-commerce 2022 insights and emerging trends report, presenting the sales data of ~ **4.5 Million** online orders processed during October, November, and December 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!

