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E-commerce Festive Season Sales Report - 2022

Fashion & Apparel



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The most awaited e-commerce sale in India just got over. By showcasing their wide range of products online, brands and retailers capitalized on the consumer's desire for convenience and extensive discounts.

The sales data obtained from approximately **4.4 Million** fashion and apparel orders processed by our Warehouse Management System (WMS) formed the basis of our analysis. Here are some trends that brands and retailers alike can leverage.

The north region recorded the highest ASP and contributed to 40% of the revenue. The South, East and the West regions followed suit.

State-wise contributions in 2022 for Karnataka show a staggering increase compared to 2021.

As WFH drew to a close, sales soared in all major corporate hubs. It's no surprise that the highest growth rates were recorded in Bangalore, followed closely by Pune and Hyderabad.

People seem to be taking up fitness seriously once again, after long periods of binging on sweets and junk food. Rise in the sales of track pants and tracksuits indicate people are geared to hit the gym to get in shape.

Everyone went on an online shopping spree on Fridays.

Women more actively experiment with fashion colors and combinations as opposed to men, across all categories.