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India's E-Commerce Boom  
**Big Growth,  
Bigger Potential**





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# The Big Picture

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**India's e-commerce sector is flourishing due to conducive policies.**





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# The Numbers

- India's B2C e-commerce market is projected to grow from \$83 billion in 2022 to \$150 billion by 2026 (15.9% CAGR).
- India's global market share is ~1.5%, projected to reach ~2% by 2026.
- India's e-commerce exports are estimated at \$4-5 billion in FY23 and are projected to reach \$200-300 billion by 2030.



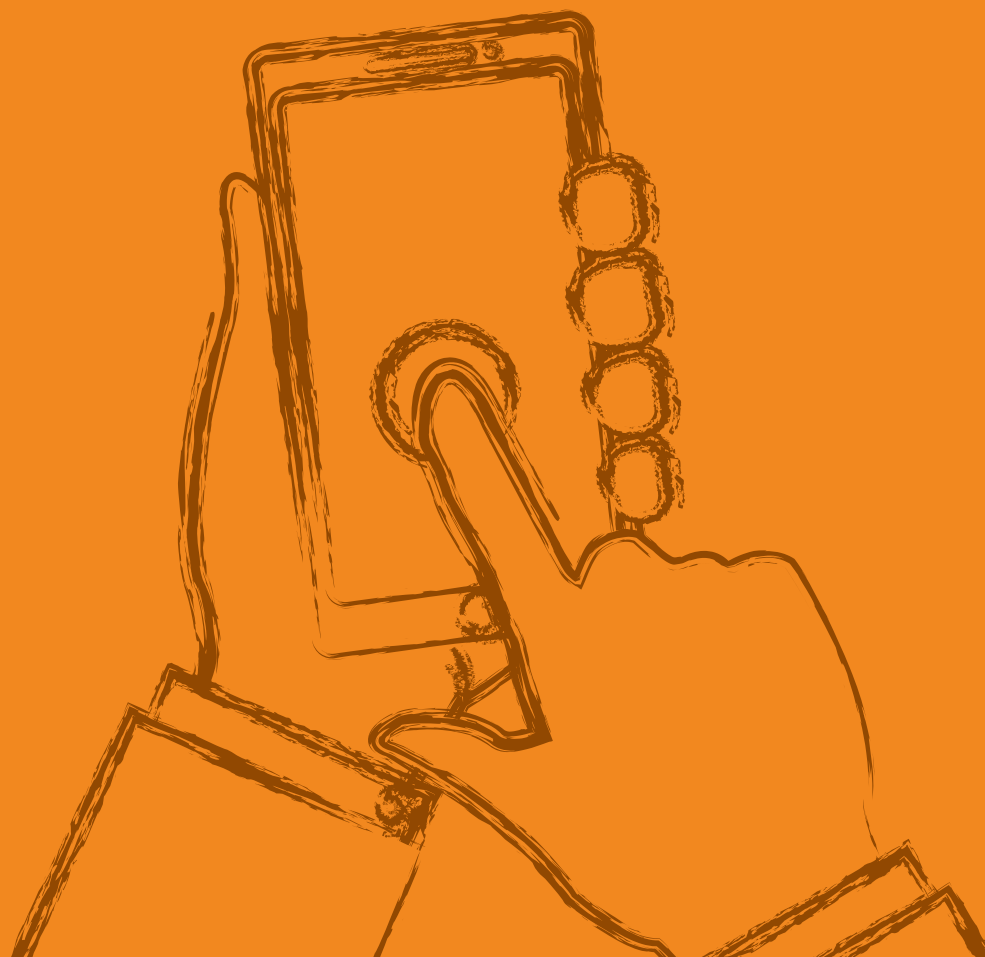


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# Driving Forces

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- Increased data connectivity and smartphone penetration.
- Growing use of digital wallets and safer online payments.
- Rising incomes and familiarity with digital shopping.





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# Government Support

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- Initiatives such as Make in India and Atmanirbhar Bharat.
- Export credit and e-commerce export hubs.
- Tax reforms such as the abolition of the equalization levy.





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# The ONDC Shift

## The Problem:

- Platform-centric e-commerce models excluded smaller sellers.

## The Solution:

- ONDC promotes interoperable and seamless transactions across platforms.

## The Impact:

- ONDC reduces customer acquisition costs, improves efficiency, and increases product choices.

## The Traction:

- ONDC recorded 14+ million transactions with over 700,000 sellers in November 2024.





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# Why It Matters

- India's e-commerce sector has massive potential; government support can help it disrupt the global stage.

