

# Indian retail metamorphosing to a smarter and greener avatar

## INDIA'S RETAIL INDUSTRY IS SET TO GROW AT 10% TO REACH APPROXIMATELY \$2 TRILLION BY 2032.


### CHOICES OF MODERN INDIAN CUSTOMERS

**Customers use multiple channels to browse products, find discounts, compare products etc.**  
Pepperfry, an online furniture brand, ventured into physical experiential stores leading to 33% of its business today being generated from experiential stores.<sup>2</sup>

**Customers are looking for express delivery**  
Big Basket's BBNOW is growing at the rate of 30-35% every month right now.<sup>3</sup>

**52% of customers in urban India expect to increase spending on sustainable brands in the next three years**  
Lea clothing, an Indian brand making 70% of collection from export surplus fabric, is making upcycled fashion.<sup>4</sup>

**Voice of Customers**



**Customers want a personalized touch**  
MyGlamm, an online store creating products personalized to needs of women, has a strong product and platform recall with 98% of its online sales being generated through its own website and app.<sup>1</sup>

**Indian Gen Zs and Millennials are looking for alternative sales channels for engagement**  
DealShare, a social commerce platform in India, has an active monthly user-base of about 6 million.<sup>6</sup>

**Indian customers prefer scan and pay checkout to avoid long queues and contact**  
Perpule's self-checkout platform is being used by Big Bazaar and Decathlon, for purchase in stores, and by 20+ corporates in their corporate cafeterias.<sup>5</sup>

**01**

**AFFECTIVE AI**

AI understands emotions through facial recognition and body gestures. A new venture in fashion analytics<sup>8</sup> in India is helping Trent, Ajo, Flipkart, and many more retailers by leveraging affective AI.

**QUANTUM COMPUTING**

Quantum optimizes the retail value chain and builds customer insights. Leading cybersecurity start-ups<sup>7</sup> in India are enabling a usable and accessible quantum computing model across India.

**02**

**BLOCKCHAIN**

Blockchain - with a massive \$176 billion business opportunity by 2050 - will help in strengthening retail supply chains with authenticity and much more. Upcoming companies in next-gen software development<sup>10</sup> in India are providing best and effective blockchain development services.

**METaverse**

Metaverse helps Indian retailers and consumers create an interactive product experience like never before. Leading jewelry brands and fashion retailers<sup>9</sup> in India are unveiling their entrance into the metaverse.

**03**

**GREEN TECHNOLOGIES**

Indian green tech, with a future market of \$45-55 billion in next five years, is helping retailers to become sustainable. Cloud-based start-ups<sup>12</sup> in India are using green tech for image recognition and edge determination technology.

**IoT**

IoT monitors sales opportunities and operational efficiency in real time, in order to provide a seamless experience. Futuristic retail solution providers<sup>11</sup> in India are creating autonomous unmanned stores, by leveraging IoT.

**04**

**SUPER APPS**

Super apps cover payments, deliveries, shopping, returns, and deals - all in one place. Boutiq offering customers providers<sup>14</sup> in India are offering businesses an extensive, yet highly personalized, shopping experience through super apps.

**DIGITAL TWINS**

Digital twins help in improving operational efficiency of processes across the retail value chain. Many new deep-tech companies<sup>13</sup> in India are using digital twins to predict performance on the shop floor.

**05**

**ROBOTICS PROCESS AUTOMATION (RPA)**

RPA, with future scope of \$512.2 million by 2026, simplifies operations management by reducing the risk of human errors. Various fashion and general merchandise retailers in India are also experimenting with RPA to build a seamless interface for customers.

**DRONES**

Drones have a high potential for improving last mile delivery for retailers and consumers with efficient and faster reach. Leading direct-to-customer (D2C) electric vehicle (EV) brand<sup>15</sup> in India plans to deploy 200 drones for last mile delivery across four Indian cities.

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