RETAIL & BUSINESS ()

TECHNOLOGY & E-COMMERCE ()

FASHION & BEAUTY ()



D2C & NEW COMMERCE ()



DATA ()

<u>VIDEOS (HTTPS://WWW.YOUTUBE.COM/USER/FRANCHISEINDIA)</u>

<u>Home (https://www.indianretailer.com)</u> / <u>Article (https://www.indianretailer.com/article/)</u> / <u>Sector watch (https://www.indianretailer.com/article/sector-watch/ac.1/)</u> / <u>Food and grocery (https://www.indianretailer.com/article/food-and-grocery/as.7/)</u> /

How pandemic has changed grocery retailing in india?

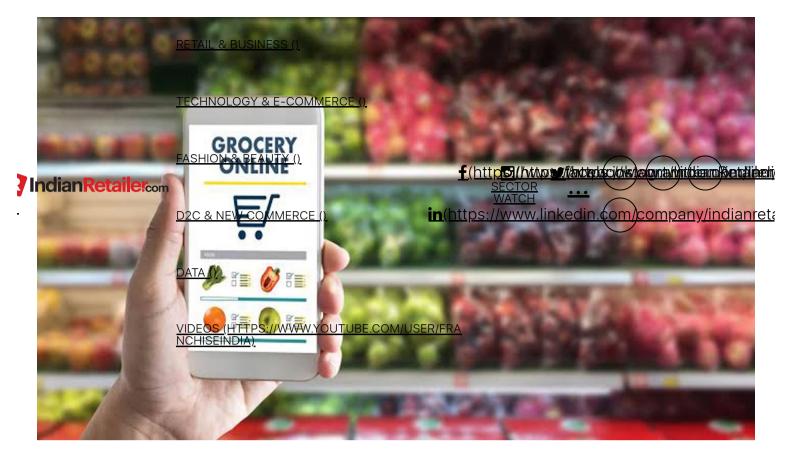
CONSUMER BEHAVIOUR / FEBRUARY 9, 2021 / 8 MIN READ

How Pandemic has Changed Grocery Retailing in India?

When lives and livelihoods were at threat, grocery retailers played a vital role in society.

<u>Dr Veenu Sharma (/author/Dr-Veenu-Sharma/)</u> Assistant Professor – Retail and Marketing, Birla Institute Of Management Technology

f(/#fac b/o#th) with a etco: o@indian



It's tough when the markets change and all sectors are forced to innovate. In today's social distance minded economy, the game of grocery retail, in particular, has changed a lot.

When lives and livelihoods were at threat, grocery retailers played a vital role in society. Plagues and pandemics have occurred earlier too but grocery shopping has seen a drastic change approximately after 200 years. The act of buying is not changing, what is changing is how the customer will buy?

Indian grocery retail has seen many transformations from haat, to weekly bazaar, to neighbourhood stores, to mom-and-pop stores, to new age experiential mall culture. The latest catchphrase 'new normal' is bringing new trends and changes in the retail business. Even last year during Diwali, Indian ecommerce has seen the expansion of e-groceries instead of electronics or big items as in the previous year.

According to Albinder Dhindsa, CEO, Grofers, "Groceries have become the focus in this season where people are staying at home and not mingling with each other."

The contribution which e-grocery (less than 5 percent) used to make within e-commerce is changing.

As per the report by RedSeer and BigBasket, "Currently the

TRENDING ARTICLE



(/article/d2c-newcommerce/just-in/d2cbusiness-model-is-it-aprofitable-bet.a7380/)

D2C /

By Dr Veenu Sharma (/author/Dr-Veenu-

D2C Business Model: Is it a Profitable Bet? (/article/d2cnew-commerce/just-in/d2cbusiness-model-is-it-aprofitable-bet.a7380/) 3 MIN READ

Share

CLIODDINO MALLO

online food and grocery retail hold a minuscule part of online retail with only 0.2 percent penetration and it is predicted to grow by 55 percent to reach 1.2 percent of the market by 2023." TECHNOLOGY & E-COMMERCE ()

Future Customer

According to a fameus saying by George Bernard Shaw, "There

is no specific community that the love of food." And despite the first the second to the second that the love of food." struggle, the grocery retail business rose and met the challengers of the pandemic. The industry has confronted to changes in consumer buying behavior patterns and saw an emergence of new consumer segments.

'Back with a Bang', 'Stay Frugal', 'Keep Cutting', 'Cautiously Extravagant' and 'Gettishwomai' are the five new consumer segments as per EY Future Consumer Index. This pandemic has given momentum to the grocery business and these segments have helped in leveraging that momentum.

The Indian market has the largest consumer segment, and as per the data by Invest India. "The overall retail market is set to cross the \$1.75 trillion mark by 2026, and it is set to grow at a CAGR of 30 percent for gross merchandise value to be worth \$200 billion by 2026."

Online grocery space has accelerated and start-ups in the online grocery sector raised \$665.7 million funding in 2019. With penetration of the internet, usage of smartphones, disposable income, adoption of 5G, and literacy towards technology, this online grocery dream is expected to reach \$1.5 billion by 2023 from the consumer pockets of Tier II and Tier III cities.

Click and Collect

The biggest change to grocery has been the boom in online ordering - making orders either through phone, WhatsApp, email or website. The consumer is getting all India delivery of branded products through digital India without any geographical constraints. Powerful Al algorithms have given a push to online ordering by creating a personalized experience for customers along with targeted marketing.

BigBasket reported that the brand has seen a three-fold growth in terms of the order in new customer acquisition, while retention of new customer cohorts has increased by 60 percent.

SHUPPING MALLS [

Indian Retailer Bureau (/author/Indian-Retailer-Bureau/)

How Neighborhood Malls Are Changing the Retail Landscape in India

<u>landscape-in-india.a7379/)</u>

4 MIN READ

Share

INDIAN STARTUP /

Prabhat Sinha (/author/Prabhat-Sinha/)

Conducive Environment for Indian Startups (/article/whatshot/retail-trends/conduciveenvironment-for-indianstartups.a7376/)

3 MIN READ

Share

FASHION INDUSTRY /

Jitin Chadha (/author/Dr-Jitin-Chadha/)

How has the Migration from Cities Affected the Business of Fashion (/article/retailpeople/trends/how-has-themigration-from-citiesaffected-the-business-offashion.a7375/)

4 MIN READ

<u>Share</u>

MAKE IN INDIA /

<u> Pari Choudhary (/author/Pari-</u> Choudhary/)

How 'Make In India' Brands are Revolutionizing the Fashion Landscape in India (/article/retailpeople/trends/how-make-inindia-brands-arerevolutionizing-the-fashionlandscape-in-india.a7374/)

2 MIN READ Share On one side where surveys are reporting the inclination of consumers toward

State

Consumers toward

State

Sta

Frank Sinopoli, President, Grocery Neighbor said, "Things are changing, the world as the sund with that comes opportunity."

fresh produce to foe and selecting local fair (bits of watch their communities. India under its Atam Nirbhar plan has also started 'Citymandi' (batto of beard of the watch their communities. India under its Atam Nirbhar plan has also started 'Citymandi' (batto of the watch of t

BigBasket, a unicorn in the field, and Grofers, soon to be a unicorn, with many other players in the online grocery market has seen 76 percent y-o-y sales in 2020.

Managing inventory through inventory-based model (Amazon, Supermarket, Grofers, Paytm Mall), Hyperlocal model (Dunzo, Swiggy, Instamart), and Mixed model (Flipkart, Reliance Jio) -

each player carves a piece of pie with smooth delivery in minimal time.

A recent partnership of Grofers with Reckitt Benckiser with 'Deliver Safe Program' to win customers' confidence in online shopping will break the chain of infection.

How to Boost Growth

Decisions made by the grocery market in today's scenario are going to create a competitive advantage beyond 2020. Data is the key and advanced algorithms with next-generation personalization will help in maintaining a loyal customer base for small and big grocery players in the coming time. The frictionless experience encourages satisfaction and can make the consumer purchase repeatedly because of flexibility in terms of preparing the cart (real-time talk to customer support), making it easy checkout (pay online or pick up in-store), or delivery of out-of-stock items to the doorstep.

Like other online retail businesses, smart-shelf technology to manage the expanded category can be implemented by the



Submit your email address to recieve the I updates on news & host of opportunitie

grocery business to manage the inventory.

RETAIL & BUSINESS ()

Pandemic has created uncertainty, grocery retailers that will ensure agility, automation, handling cross-channel assortment, and redress the operations based on emerging dynamics will thrive in the post-Covid world.

FASHION & BEAUTY ()

Indian Retailer.com

D2C & NEW COMMERCE ()

f(https://www.linkedin.com/company/indianreta

FOOD RETAILING (/ARTICLE/TAG/FOOD-RETAILING/)

FOOD & GROCERY RETAIL (/ARTICLE/TAG/FOOD-GROCERY-RETAIL/)

ONLINE GROCERY (/ARTICLE/TAG/ONLINE-GROCERY/) USER/FRA NCHISEINDIA)

GROFERS (/ARTICLE/TAG/GROFERS/)

BIGBASKET (/ARTICLE/TAG/BIGBASKET/)

Which is the most preferred channel of shopping these days?

- E-Commerce
- O Brick & Mortar Retail
- Mobile Applications
- Social Media

SUBMIT VOTE

• LIVE: PEOPLE READING NOW

<u>(/article/d2c-new-</u> <u>(/article/multi-</u>commerce/perspectives/how- channel/mobile-

<u>beauty-brands-are-</u> <u>commerce/how-bright-is-</u>

<u>capitalizing-on-d2c-and-</u> <u>the-future-of-social-</u>

<u>marketplace-model-to-</u> <u>commerce-in-india.a6824/)</u>

<u>maximize-their-reach-to-</u> <u>(/article/multi-the-customers.a7358/)</u> <u>channel/mobile-</u>

<u>(/article/d2c-new-</u> <u>commerce/how-bright-is-</u>

<u>commerce/perspectives/how-</u> <u>the-future-of-social-</u>

<u>beauty-brands-are-</u> <u>commerce-in-india.a6824/).</u>

<u>capitalizing-on-d2c-and-</u> <u>(/article/multi-</u> <u>marketplace-model-to-</u> <u>channel/mobile-</u>

<u>maximize-their-reach-to-</u> <u>commerce/how-bright-is-</u>

the-customers.a7358/) the-future-of-social-

<u>(/article/d2c-new-</u> <u>commerce-in-india.a6824/)</u>

<u>commerce/perspectives/how- (/article/multi-beauty-brands-are- channel/mobile-</u>

<u>capitalizing-on-d2c-and-</u> <u>commerce/how-bright-is-</u>

<u>marketplace-model-to-</u> <u>the-future-of-social-</u>

<u>maximize-their-reach-to-</u> <u>commerce-in-india.a6824/)</u>

the-customers.a7358/)

<u>(/article/d2c-new-</u>



<u>commerce/perspectives/now-</u>

beauty-brands-areetail & Business

capitalizing-on-d2c-and-

marketplace-model-to-FECHNOLOGY & E-GAMMERCE (Ulti-

maximize-their-reach-to-

channel/mobile-

the-customers.a7358/)

<u> 555,7.</u> FASHION & BEAUT**©0**MMerce/how-bright-is-

Indian Retailer.com

(/article/d2c-new-

the-customers.a7358/)

BEAUTY BRANDS /

the-future-of-social-

f(https://vvv.org//andredaci/dvk/la/ounte/hit/diagra/idertalinelii

<u>commerce-in-india.a6</u>

/ww.l<u>inkedin.¢om/company/indianreta</u>

E-COMMERCE /

By Dr Veenu Sharma

(/author/Dr-Veenu-Sharma/)

9 MIN READ

commerce/perspe

How Bright is the Future of

beauty-brands-are-Social Commerce in India?

capitalizing-on-d2c-and-(/article/multi-

marketplace-model-to-

maximize-their-reach-to-

By Jatin Gujrati (/author/Jatin-4 MIN READ

Gujrati/) By Dr Veenu 7 MIN READ

How Beauty Brands Are Capitalizing On D2C And

Marketplace Model To

Maximize Their Reach To

The Customers

(/article/d2c-new-

commerce/perspectives/how-

beauty-brands-are-

capitalizing-on-d2c-and-

marketplace-model-to-

maximize-their-reach-to-

the-customers.a7358/)

Share 7 MIN READ

By Jatin Gujrati

(/author/Jatin-

Gujrati/)

(/article/retail-business/retail-

trends/growth-of-the-gifting-

sector-in-india.a7087/)

(/article/retail-business/retail-



WWW.YOUTUBE.COM/USER/FRA

channel/mobile-

commerce/how-bright-is-

the-future-of-social-

commerce-inindia.a6824/)

Share

Sharma

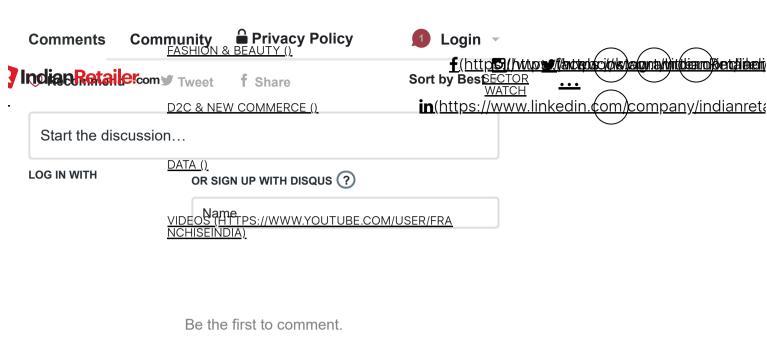
(/author/Dr-

Veenu-Sharma/)

trends/growth-of-the-giftingsector-in-india.a7087/) (/article/technology/digital-(/article/retail-business/retailtrends/growth-of-the-gittingomnichannel-marketingsector-in-india.a7087/) strategy-in-2021.a7372/) f(https://www.markedacidus/helogna/highiama/Setaliheli) Indiana enable of the gifting OMNICHANNEL / SECTOR WATCH sector-in-india.a7087/)_{NEW COMMERCE} By Ambika Sharma in(https://www.linkedin.com/company/indianreta (/author/Ambika-Sharma/) 10 MIN READ Rethinkina Omnichannel Marketi... <u>//WWW.YOUTUBE.CO</u>M/USER/FRA 10 MIN READ Share By Ambika (/article/retail-business/retailtrends/growth-of-the-gifting-**Sharma** sector-in-india.a7087/) (/author/Ambika-Sharma/) **GIFTING MARKET /** By Hamza Patel (/author/Hamza-Patel/) 4 MIN READ Growth of the Gifting Sector in India (/article/retailbusiness/retailtrends/growth-of-thegifting-sector-inindia.a7087/) Share 1 MIN READ By Hamza Patel (/author/Hamza-Patel/) 'o@indianretailer.com) /#faceboo#thinketo: **ALSO ON INDIAN RETAILER**

4 months ago · 1 comment How Da Milano 3 months ago · 1 comment a month





RECOMMENDED FOR YOU

Add Disgus to your siteAdd DisgusAdd

(/article/research/80-pc-ofbrands-to-maintain-or-<u>increase-their-marketing-</u> budgets-this-festiveseason.a7373/) (/article/research/80-pc-ofbrands-to-maintain-orincrease-their-marketingbudgets-this-festiveseason.a7373/) (/article/research/80-pc-ofbrands-to-maintain-orincrease-their-marketingbudgets-this-festiveseason.a7373/) (/article/research/80-pc-ofbrands-to-maintain-or-<u>increase-their-marketing-</u>

budgets this feetive

⊠ Subscribe

(/article/research/3-reasons-why-sea-s-e-commerce-is-set-to-explode.a7371/).
(/article/research/3-reasons-why-sea-s-e-commerce-is-set-to-explode.a7371/).
(/article/research/3-reasons-why-sea-s-e-commerce-is-set-to-explode.a7371/).
(/article/research/3-reasons-why-sea-s-e-commerce-is-set-to-explode.a7371/).



(/article/research/3-reasons-

(/article/technology/digitaltrends/voice-to-cart-thegame-changer-for-ecommerce-in-india.a7370/) (/article/technology/digitaltrends/voice-to-cart-thegame-changer-for-ecommerce-in-india.a7370/) (/article/technology/digitaltrends/voice-to-cart-thegame-changer-for-ecommerce-in-india.a7370/) (/article/technology/digitaltrends/voice-to-cart-thegame-changer-for-ecommerce-in-india.a7370/)

< >



<u>puagets-this-lestive-</u>

season.a7373/) **RETAIL & BUSINESS**

Indian Retailercom

<u>why-sea-s-e-commerce-is-</u> <u>set-to-explode.a7371/)</u>

E-COMMERCE / By <u>Indian Retailer Bureau</u> (/author/Indian-Retailer-Bureau/) 7 MIN READ



(/article/technology/digitaltrends/voice-to-cart-the-

game-changer-for-e

Reasons Why SEA' \$ (Ett p 5) (My 24) And the complete of the c

Share

Commerce is Set to Explode in(https://www.viookedissisoan/company/indianreta

(/article/research/3reasons-whv-sea-s-ecommerce-is-set-toexplode.a7371/)

Rangarajan/) 8 MIN READ

VIDEOS (HTTPS://W**WWWQEAD**BE.COM/USER/FRA MARKETING STRATEGY (CHISEINDIA) By Indian Retailer Bureau

(/author/Indian-Retailer-Bureau/) 4 MIN READ

(/article/research/80-pc-of-

<u>brands-to-maintain-or-</u>

budgets-this-festiwera ()

season.a7373/)

increase-their-marketing-

80 pc of Brands to Maintain or Increase Their Marketing **Budgets This Festive** Season (/article/research/80-pcof-brands-to-maintain-or-<u>increase-their-marketing-</u> budgets-this-festiveseason.a7373/)

By Indian Retailer

Bureau

(/author/Indian-Retailer-Bureau/) Changer for E-commerce in India (/article/technology/digitaltrends/voice-to-cart-thegame-changer-for-ecommerce-in-india.a7370/

Shar

By <u>Kumar Rangarajan (/author/Kumar-</u>

Voice to Cart: The Game

8 MIN READ By Kumar Rangarajan (/author/Kumar-Rangarajan/)

2 MIN READ

Share

By Indian Retailer

Bureau

(/author/Indian-

Retailer-Bureau/)

YOU MAY ALSO LIKE

<u>(/article/research/online-(/article/technology/digitálarticle/technology/digitálarticle/technology/digital</u>

retail-market-totrends/new-normalgrow-3-fold-in-nextensuring-supplychain-and-logistics-4-5-years.a7354/) (/article/research/online-resiliency-in-theretail-market-toretail-sector.a7353/)

retailers-need-toprepare-for-theholiday-

trends/why-online-

trends/onlinejourney-of-offlineretailers-transition-

to-build-anseason.a7352/) omnichannel-

arow-3-fold-in-next-(/article/technology/digitalarticle/technology/digitalxperience.a7351/) 4-5-years.a7354 RETAIL & BUSINESS W-normaltrends/why-online-(/article/technology/digital (/article/research/online-ensuring-supplyretailers-need-totrends/onlineprepare-for-thejourney-of-offline-<u>retail-market-to-</u> TECHNOChain-and logisticsgrow-3-fold-in-nextholidayretailers-transitionresiliency-in-the-4-5-vears.a7354/) retail-sector.a7353/) season.a7352/) to-build-an-(/article/research/online-(/article/technology/digitá/article**ftechnology/digitá/article** Indian Retailer 600 trends/why-wwithe •••experience.a7351/) trends/new-normalretinenttps://www.linkedinacom/acmpany/indianretr arow-3-fold-in-newac & NEWA QONNIMERQENDOLV-4-5-years.a7354/) chain-and-logisticsprepare-for-thetrends/online-() resiliency-in-theholidayjourney-of-offlineretail-sector.a7353/) season.a7352/) retailers-transition-(/article/technology/digital/article/technology/digitab-build-anos (HTTPs://www.youtube.com/user/Fra seinneands/new-normal- trends/why-online-VIDEOS omnichannel-<u>(/article/research/online-ensuring-supply-</u> experience.a7351/) retailers-need-toretail-market-tochain-and-logisticsprepare-for-the-(/article/technology/digital grow-3-fold-in-nextresiliency-in-theholidaytrends/online-4-5-years.a7354/) <u>journey-of-</u>offlineseason.a7352/) retail-sector.a7353/) retailers-transition-ONLINE RETAIL / to-build-an-By Indian Retailer Bureau (/author/Indian-Retaileromnichannel-Bureau/) 6 MIN READ experience.a7351/) (/article/technology/digital/article/technology/digital-Online Retail Market to Grow 3trends/why-onlinetrends/new-normalfold in Next 4-5 retailers-need-toensuring-supplyvears chain-and-logisticsprepare-for-the-<u>(/article/research/onlinesiliency-in-the-</u> holidayretail-market-toretail-sector.a7353/) season.a7352/) arow-3-fold-innext-4-5-SUPPLY CHAIN / ONLINE RETAILER / (/article/technology/digital By <u>Soham Chokshi</u> <u>(/author/Soham-Chokshi/)</u> By <u>Anil Paranjape</u> (<u>/author/Anil-Paranjape/)</u> <u>years.a7354/</u>) trends/online-7 MIN READ 8 MIN READ 1 MIN READ journey-of-offline-By Indian **Share New Normal:** Why Online retailers-transition-Retailer Retailers Need to **Ensuring Supply** to-build-an-**Bureau** <u>Prepare for the</u> Chain and (/author/Indianomnichannel-Logistics Resiliency Holiday Season Retailer-<u>(/article/technology/digreerience.a7351/)</u> in the Retail Sector Bureau/) (/article/technology/digited lds/why-online-OMNICHANNEL / retailers-need-totrends/new-By <u>Sahil Kakkar</u> (<u>/author/Sahil-Kakkar/)</u> normal-ensuringprepare-for-the-5 MIN READ supply-chain-andholidaylogisticsseason.a7352/) Online Journey of resiliency-in-the-Offline Retailers: 1 MIN READ retail-Transition to Build By Anil Share <u>sector.a7353/)</u> an Omnichannel <u>Paranjape</u> Experience (/author/Anil-1 MIN READ Paranjape/) <u>(/article/technology/digi</u>

By Soham

Share

tranda/anlina

Chokshi

RETAIL &(fauthor/SohamChokshi/)

TECHNOLOGY & E-COMMERCE ()

journey-of-offlineretailers-transitionto-build-anomnichannelexperience.a7351/)

FASHION & BEAUTY ()

Indian Retailer.com

D2C & NEW COMMERCE ()

1 MIN-READ

(https://www.paralinedia.com/hinthingson-Hineling
SECTOR
WATCH

***Kakkar

in(https://www.linkedi//akthar/) solinpany/indianreta

(<u>/article/technology/digital/article/whats-</u>	<u>(/article/technology/digital/article/retail-</u>

<u>trends/msmes-covid-</u> <u>hot/retail-</u> <u>trends/how-gig-</u> <u>people/trends/how-</u>

19-and-the-shift- trends/what- teams-can-drive- korean-beauty-

towards-e- NCHISEINBIMILERS-should- marketing-success- brands-are-creating-

<u>commerce-</u> <u>learn-from-the-</u> <u>via-lead-</u> <u>a-wave-in-indian-</u>

<u>ecosystem.a7350/)</u> <u>unprecedented-</u> <u>qualification.a7346/)</u> <u>skincare-</u>

(/article/technology/digitadevid-19-

trends/msmes-covid- crisis.a7347/) trends/how-gig- (/article/retail-

<u>19-and-the-shift-</u> <u>(/article/whats-</u> <u>teams-can-drive-</u> <u>people/trends/how-</u>

<u>towards-e-</u> <u>hot/retail-</u> <u>marketing-success-</u> <u>korean-beauty-</u>

<u>commerce-</u> <u>trends/what-</u> <u>via-lead-</u> <u>brands-are-creating-</u>

<u>ecosystem.a7350/)</u> <u>retailers-should-</u> <u>qualification.a7346/)</u> <u>a-wave-in-indian-</u>

(/article/technology/digitabarn-from-the- (/article/technology/digitakincare-

trends/msmes-covid- unprecedented- trends/how-gig- industry.a7349/)

<u>covid-19-</u>

<u>19-and-the-shift-</u> <u>crisis.a7347/)</u> <u>teams-can-drive-</u> <u>(/article/retail-</u>

<u>towards-e-</u> <u>(/article/whats-</u> <u>marketing-success-</u> <u>people/trends/how-</u>

<u>commerce-</u> <u>hot/retail-</u> <u>via-lead-</u> <u>korean-beauty-</u>

<u>ecosystem.a7350/)</u> <u>trends/what-</u> <u>qualification.a7346/)</u> <u>brands-are-creating-</u>

(/article/technology/digitaletailers-should- (/article/technology/digitaletailers-in-indian-

<u>trends/msmes-covid-</u> learn-from-the- <u>trends/how-gig-</u> <u>skincare-</u>

<u>19-and-the-shift-</u> <u>unprecedented-</u> <u>teams-can-drive-</u> <u>industry.a7349/)</u>

<u>towards-e-</u> covid-19- <u>marketing-success-</u>

<u>commerce-</u> <u>crisis.a7347/)</u> <u>via-lead-</u> <u>people/trends/how-</u>

ecosystem.a7350/). (/article/whats- qualification.a7346/). korean-beauty-

hot/retail-

trends/what-

retailers-should- skincare-

learn-from-the- industry.a7349/)

(/article/technology/digitalnprecedented- (/article/technology/digitalnprecedented-

trends/msmes-covid- covid-19- trends/how-gig-

19-and-the-shift- crisis.a7347/) teams-can-drive-

towards-e- marketing-success-

commerce- via-lead-

ecosystem.a7350/) qualification.a7346/)



<u>brands-are-creating-</u>

(/article/retail-

<u>(/article/retail-</u> <u>people/trends/how-</u>

E-COMMERCE / By Raghunandan Saraf & BUSINESS () hats-(/author/Raghunandan-Saraf/) hot/retail-5 MIN READ TECHNO**trands Authali**merce ()

MSMEs, COVID-19, retailers-shouldand The Shift learn-from-the-FASHION & BEAUTY () unprecedented-Towards E-

Indiam Retailer.com <u>covid-1</u>9-<u>Ecosystem</u>

(/article/technology/digital-

trends/msmes-<u>covid-19-and-theта ()</u> shift-towards-e-

Saraf/)

By <u>Nandini Taneja</u> (/author/Nandini-Taneja/) **5 MIN READ** commerce-

(MTF25t/PAEYWYOLUTUBE.COM ecosystem.a735@AOS

Should Learn from 1 MIN READ the Unprecedented Share By Covid-19 Crisis Raghunandan (/article/whats-Saraf hot/retail-(/author/Raghunandan-

trends/whatretailers-shouldlearn-from-theunprecedentedcovid-19-

Share

<u>crisis.a7347/</u>)

RETAIL TRENDS /

1 MIN READ By Nandini Taneja

(/author/Nandini-

Taneja/)

DIGITAL MARKETING / By <u>Sahil Sharma</u> (<u>/author/Sahil-Sharma/)</u> 10 MIN READ

How Gia Teams can Drive

Marketing Success via Leadhttps//www.sections/se

Qualification ···· 6 MIN READ

(/aiticlete@hmoldinkedinitedm/company/indianreta How Korean Beauty trends/how-gig-

Brands are teams-can-drive-Creating a Wave in

marketing-Indian Skincare success-via-lead-

<u>,qualification.a7346/)</u>

1 MIN READ Share By Sahil

Sharma (/author/Sahil-Sharma/)

Industry (/article/retailpeople/trends/howkorean-beautybrands-are-

<u>korean-peauty-</u>

skincare-

SKINCARE

brands-are-creating-

a-wave-in-indian-

industry.a7349/)

creating-a-wavein-indian-skincareindustry.a7349/)

1 MIN READ

By Janvi Share

Kapadia (/author/Janvi-Kapadia/)

(/article/technology/digita/article/retail-<u>(/article/d2c-new-</u>

commerce/perspectives/twebracts/how-foodand-beverage-

are-taking-to-wincompanies-drive-

customerend-to-end-visibilityloyalty.a7348/) and-efficient-

<u>(/article/d2c-new-</u> operations-through-

commerce/perspectives/dibitization.a7345/)

steps-d2c-brands-(/article/technology/digitalensumer-trends-

are-taking-to-wintrends/how-foodcustomerand-beverage-

steps-d2c-brands-

customer-

loyalty.a7348/) companies-drive-

end-to-end-visibility-(/article/d2c-new-

<u>commerce/perspectives/awhobtefficient-</u>

steps-d2c-brandsoperations-throughare-taking-to-win-

digitization.a7345/) (/article/technology/digitalustainable-

people/changingconsumer-trends-

and-shift-towards-

sustainableproducts.a7344/)

(/article/retail-

people/changing-

and-shift-towards-

sustainable-

products.a7344/)

<u>(/article/retail-</u>

people/changingconsumer-trends-

and-shift-towards-

(/article/research/globalsmartphone-sales-

arew-10-2-pc-in-a2-

2021.a7343/)

(/article/research/global-

smartphone-sales-

grew-10-2-pc-in-q2-

2021.a7343/)

(/article/research/global-

smartphone-sales-

grew-10-2-pc-in-q2-

2021.a7343/)

(/article/research/global-

smartphone-salesgrew-10-2-pc-in-q2-

2021.a7343/)

loyalty.a7348/) <u>(/article/d2c-new-</u>

trends/how-food-

commerce/perspectives/wdmpanies-drive-

steps-d2c-brands-ECHNORORY-ROE-ROWWERDELLITV-

are-taking-to-win-

and-efficient-

customerloyalty.a7348/) EASHION & BEAUTY IT digitization.a7345/)

> <u>(/article/technology/digita</u> NEW COMMERCE () trends/now-food-

and-beverage-

companies-drive-

(/article/d2c-new-

end-to-end-visibility-

commerce/perspectives/whitefficient-

VIDEOS (HTTPS://WWW.YouTUBE.costeps-d2c-brands-CHISEIN-DAPrations-through-

are-taking-to-win-

customer-

loyalty.a7348/)

CUSTOMER LOYALTY / By <u>Dr Veenu Sharma</u> (/author/Dr-Veenu-Sharma/) 7 MIN READ

What Steps D2C Brands are Taking to Win Customer <u>Loyalty</u>

(/article/d2c-newcommerce/perspectives/what-n.a7345/)

steps-d2c-brandsare-taking-to-wincustomer-

loyalty.a7348/)

1 MIN READ

By Dr Veenu

Sharma (/author/Dr-

Veenu-

Sharma/)

digitization.a7345/)



By Ankit Daga (/article/technology/digit@IMIN READ

trends/how-foodand-beveragecompanies-drive-

end-to-end-visibility-

and-efficient-

operations-through-

DIGITALIZATION *[* By <u>Sachin Bhalla</u> (<u>/author/Sachin-Bhalla/)</u> 7 MIN READ

How Food and

<u>Beverage</u>

Share

Companies Drive

End-to-End

Visibility and

Efficient **Operations**

Through

Digitization

(/article/technology/digital-

trends/how-foodand-beverage-

companies-drive-

end-to-endvisibility-and-

efficientanarations products.a7344/) (/article/retailpeople/changing-

consumer-trends-

and-shift-towards-

sustainable-

products late 1974 http://www.flatence.com/sets/likeling

in that has www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.https://www.linkedimable.html

(/article/retail-

people/changingconsumer-trendsand-shift-towards-

sustainable-

products.a7344/)

SUSTAINABILITY /

Changing Consumer Trends and Shift Towards Sustainable

Products (/article/retailpeople/changingconsumer-trendsand-shift-towardssustainableproducts.a7344/)

1 MIN READ

By Ankit Share

<u>Daga</u>

(/author/Ankit-

Daga/)



(/article/research/alobal-

smartphone-sales-

<u>grew-10-2-pc-in-g2-</u>

smartphone-salesgrew-10-2-pc-inq2-2021.a7343/)

1 MIN READ

By Indian

Share

Retailer <u>Bureau</u>

(/author/Indian-

Retailer-

Bureau/)

RETAIL & through 1 <u>digitization.a7345/)</u>

TECHNOLOGY & E-COMMERCE

Bhalla

(/author/Sachin-I.& BEAUTY () Bhalla/) **FASHION**

Indian Retailer.com

D2C & NEW COMMERCE ()

f(https://www.f/andedacidoks/acoma/hitdeam/biertaliaehi **SECTOR** in(https://www.linkedin <u>com/company/indianreta</u>

DATA ()

VIDEOS (HTTPS://WWW.YOUTUBE.COM/USER/FRA

NCHISE (NDIR) AFFILIATED SITES RETAIL

Indian Retailer CONECTIONS BUSINESS

OPPORTUNITIE Strepreneur.com Consumer (https://entrepreneur.com)

Under Rs. Behaviour franchiseindia.com

50000 (https://franchiseindia.com)

hiseindia.com/business-indianretailer.com (https://www.franc behaviour/)

restaurantindia.in

D2C

opportunities/franchises-(https://indianretailer.com) SOCIAL MEDIA (/article/operations/\frac{\fin}{\frac{\fin}{\frac{\fir}{\firighta}}}}}{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\frac{\fir}{\firightarightar{\firighta}{\firighta}}}}{\frac{\firighta}{\firighta}{\f

Rs. 2 Lacs Retail & @EntrepreneurIND <u>(http://restaurantindia.in)</u>

(https://www.franchiseindia.com/business-wellnessindia.com (https://twitter.com/entrepreneusince)ss

opportunities/franchises-(http://wellnessindia.com) @FranchiseIndia (/business-

(https://www.facebook.com/FinamestisseIntl)aNews)under-2Lac) businessex.com

Rs. 5 Lacs @FranchiseeIndia Omnichannel (https://businessex.com) hiseindia.com/business-licenseindia.com (https://www.franc

(https://twitter.com/Franchise@londinaichannel/) opportunities/franchises

@IndianRestCong **Brands** (<u>http://licenseindia.com)</u>

(https://twitter.com/IndianRest@oticle/brands/ac.4#nder-5Lac) franglobal.com

Rs. 10 Lacs @Marya Gaurav Collaborations <u>(http://franglobal.com)</u> hiseindia.com/business-franchise.ae (https://www.france (https://twitter.com/marya_ga//raxx/)aborations/)

opportunities/franchises-(http://www.franchise.ae/) @RetailBizIndia D2C & New under-10Lac) (https://twitter.com/RetailBizInChiam)merce franchisebangladesh.com

Rs. 20 Lacs @WellnessInd (/d2c-<u>(http://www.franchisebangladesh.com/)</u>

hiseindia.com/business-franchiseindia.net (https://www.france (https://twitter.com/wellnessime)wcommerce/)

opportunities/franchises Data (/Data/) <u>(https://www.franchiseindia.net)</u>

under-20Lac) Fashion & franchiseindiaventures.com

Rs. 30 Lacs **Beauty** (<u>https://www.franchiseindiaventures.com/)</u>

(https://www.franchiseindia.com/business-francorp.in (/article/retail-

opportunities/franchises-(https://www.francorp.in/) people/ac.3/) under-30Lac)

<u>Franchise</u> gauravmarya.com

(/article/franchise/a 8.34.570 Lacs <u>(https://www.gauravmarya.com/)</u>

(https://www.franchiseindia.com/business-**STORES**

opportunities/franchises-(/stores/)

under-50Lac) Technology &

E-commerce

(/article/technology/Rsc. 2/Cr

RETAIL & BUSINESS () (https://www.franchiseindia.com/business-

opportunities/franchises-

TECHNOLOGY & E-COMMERCLE der-1cr)

Rs. 2 Cr

(https://www.franchiseindia.com/business-

FASHION & BEAUTY ()

opportunities/franchises //www.//www.come/hittleson/set/libelig

under-2cr)

D2C & NEW COMMERCE ()

Rs. 5 Cr in(https://www.linkedin.com/company/indianreta

(https://www.franchiseindia.com/business

opportunities/franchises-

DATA () under-5cr)

Rs. 5 Cr above

<u> VIDEOS (HTTPS://WWW.YOUT(**lottpsd/wwserranc**hiseindia.com/business-</u>

NCHISEINDIA)

opportunities/franchises-

5cr-or-above)

GET THE MAGAZINE



ENTREPRENEUR INDIA MAGAZINE

Indian Retailer.com

SUBSCRIPTION (HTTPS://MASTER.FRANCHISEINDIA.COM/EM

RETAIL NEWS INDIA

Indian Retailer is India's largest news, information and market intelligence provider in the retail sector. Indian Retailer exclusively covers retail business news...Read More (/about-us/)

Home | About Us | Contact Us | Disclaimer | Feedback | Sitemap

RETAIL & BUSINESS ()

TECHNOLOGY & E-COMMERCE ()

FASHION & BEAUTY ()



D2C & NEW COMMERCE ()



DATA ()

<u>VIDEOS (HTTPS://WWW.YOUTUBE.COM/USER/FRANCHISEINDIA)</u>