



## Unboxing The Wishlists Of Indian Shoppers: FlipTrends Report 2023

- *A consumer trends report by Flipkart shares a glimpse into the online shopping preferences of Indian consumers*
- *Common trends across borders: online shopping sees an uptick beyond urban and semi-urban parts of the country, powered by convenience and affordability*
  - *Fashion, premium gadgets and lifestyle products take centre stage*

**Bengaluru - December 18, 2023:** Flipkart, India's homegrown e-commerce marketplace, has unveiled **FlipTrends 2023** — an interesting view into India's online shopping landscape. The FlipTrends Report offers insights into the evolving preferences and behaviour of Indian online shoppers, based on Flipkart's understanding of over 500 million registered users, that have shaped the future of shopping in many ways. Riding the wave of the festive season, consumer sentiment remains positive across the country, reflecting the various opportunities that e-commerce presents for the ecosystem at large.

### FlipTrends 2023 Report Findings:

#### **Shoppers Spent Time On The Platform Equivalent To Watching The Iconic Movie Sholay 2X Over!**

Shoppers spent an average of 7 hours on Flipkart this year, which is no less than watching the iconic movie Sholay twice over! The platform also witnessed over 41 million new customers up until November 2023.

#### **Technology Continues To Create New And Exciting Shopping Experiences**

Over 4 million users engaged with 'Flippi', the ChatGPT-powered shopping assistant in the month of October at the time of its launch. Flippi uses generative AI, acting as an expert to guide such users on the product that suits their needs best.

*Some interesting searches that helped shoppers find the right products include:*

*"Find me a 12 volt DC motor to make a cutter with a drill chuck"*

*"I want a party wear saree to attend my friend's wedding"*

*"Show me good camera 5G phones"*

#### **From Bangalore To Bankura And Patiala To Patna! Flipkart Shoppers Form A Pan-India Bond Through Shared Trends**

While metropolitan hubs like Bangalore and New Delhi topped the list of metro city shoppers' chart, Trivandrum, Patna, Lucknow, Ludhiana, Varanasi, Ernakulam, Guwahati and Cuttack, Medinipur, and Bankura were some of the top tier-1, 2 and 3 cities that had the busiest shopping carts this year with many of them sharing shopping preferences.

#### **Baby Boom: Babycare & Infant Formula Saw A Tremendous Growth**

E-commerce continues to grow as a trusted resource for many parents, for whom the ease of online shopping has become a saviour. This was evident as Flipkart witnessed 100% growth in infant formula and premium skin care baby products which saw 50% growth in 2023.



### ***'The Gift Of Giving' Remained Strong Throughout The Year! Modern Indians Are On A Gift Card Shopping Spree***

Shoppers across India are swiftly adopting gift cards, recognizing their inherent value for both gift-givers and recipients. The third-party brand gift cards on Flipkart grew by 40% in 2023 as compared to 2022, especially for the gold and diamond jewellery and gaming categories. The Big Billion Day sales saw a 31% increase in Flipkart gift cards, as compared to the last year.

### ***The Desire To Look Good Can Never Go Out Of Style! Grooming Remains A Top Priority***

A discerning and mindful approach to self-care is making shoppers increasingly prioritise quality, thereby shifting preferences towards premium brands. In 2023, premium styling products on Flipkart saw a 3X growth over 2022. Face care products were the most shopped under the grooming category, followed by hair care and body care. The most popular face-care product was face wash, specifically searching for face wash with glycolic acid and salicylic acid, followed by shampoo under the hair care category and moisturisers under body-care category.

### ***Workout Warriors Are Here To Stay! Cycles Spin To The Top As Flipkart's Fitness Favourite***

An increased awareness on the importance of staying fit has led to cycles emerging as the most shopped product under the fitness category, followed by treadmills and dumbbells in 2023. Not just a metro trend - Berhampore, Puri, and Medinipur were the top tier-3 cities that shopped for these products in 2023.

### ***Saree Soirée - Nine Yards Of Elegance, The Saree Emerges As The Most Shopped Clothing Item***

While oversized and unisex fashion wear were some of the most popular lifestyle searches this year, the timeless saree was the most shopped product in 2023 on Flipkart. Within the Fashion category, women's clothing across ethnic, contemporary, and western wear remained at the top of shopping lists.

### ***Hybrid Hustlers Remained On The Lookout For Tech-Tastic Tools!***

Wireless or Bullet Headphones topped the gadget list, as it became the perfect companion for the busy lifestyles of the hybrid working generation, allowing for seamless transitions between work, leisure, and travel. Flipkart also witnessed a remarkable 3.2X growth in premium laptops and a 100% surge in tablet demand in 2023, reflecting the desire to upgrade for many.

*Lights, Camera & Action!* Possibly driven by an interest in outdoor activities, the growing universe of content creation and social media opportunities, action and adventure cameras emerged as the fastest growing segment under cameras, witnessing a 4X growth in 2023 as compared to 2022.

Speaking about the report, **Ravi Vijaya Raghavan, Senior Vice President - Analytics and Data Science, Flipkart**, said *"The FlipTrends report 2023 shows consumer behaviour in a country that is possibly the most diverse when it comes to shopper profiles. This trend report is based on shopper behaviour throughout this year, unveiling the pulse of purchase and search behaviour. Flipkart has continued to play an important role in providing access and being a*



*'trends equaliser' in many ways. Metros and smaller cities have shared preferences for gadgets and grooming products, while certain styles such as sarees remain a classic choice. We've witnessed interesting trends in new technology that we launched this year that has led to a more wholesome shopping experience for many. Our insights also show how e-commerce is continuing to grow as a trusted source for categories such as baby care and premium beauty.'*

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

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