



## Flipkart Fashion's Ethnic Wear Category Crosses 6 Million Shoppers In 1 Year; Sees 90% Repeat Buyers

- Tier 3 and smaller towns drive 55% of ethnic wear shopper volume
- 50% shoppers are under 35 years of age

**Bengaluru – May 21 2025:** Flipkart, India's homegrown e-commerce marketplace, today unveiled key insights into the robust growth of its women's ethnic wear segment, highlighting strong regional trends, evolving consumer behavior, and the rise of digital-first brands that are redefining tradition in a modern retail landscape. Flipkart has witnessed over 6 million unique customers purchasing ethnic wear in the past year alone, with ~90% of sales driven by repeat customers, underscoring deep customer trust and loyalty in the segment. Demographically, the core audience remains young, with nearly half of Flipkart's ethnic wear buyers aged between 25–35. This reflects not only growing digital adoption across regions but also evolving fashion preferences among young Indian consumers.

'Every day' ethnic wear is witnessing robust growth across regions, with cities like Bangalore, New Delhi, Kolkata, Hyderabad, Patna, Lucknow, Chennai, Pune, Mumbai, and Guwahati emerging as key demand centres for *non-festive ethnic fashion*. When it comes to buyer behavior, 65% of purchases in the women's ethnic segment are made by women shoppers, while in men's ethnic wear, 88% of transactions are driven by male shoppers. This category is also experiencing significant momentum in Tier 3 and smaller towns, which now contribute to 55% of overall shopper volume, highlighting the widespread appeal of accessible and affordable ethnic styles. The present-day fashion within the Indian ethnic wear market is the fusion of traditional designs with current trends, and Indo-Western outfits that appeal to fashionable consumers.

Speaking about the segment, **Kunal Gupta - Vice President, Flipkart Fashion** said, *"At Flipkart, we're witnessing remarkable growth in the ethnic wear category, especially in sarees and kurtas, which are resonating strongly with customers across India. Ethnic fashion has emerged as a key gateway for new shoppers, particularly from Tier 2 and Tier 3 cities, where traditional style requirements meet the convenience of online shopping. This segment is not only driving a significant share of new customer acquisition but also reflecting the deep cultural preferences of our diverse consumer base."*

According to recent reports, as of 2024, the Indian ethnic wear market was valued at approximately USD 197.2 billion and is projected to reach USD 558.5 billion by 2033. With an expanding base of digital shoppers and a resurgence of cultural pride, the category continues to be a significant contributor to the country's apparel market.

### Style trends from the past year:

- Flipkart's ethnic wear category reflects a strong preference for both comfort and style, with Kurta Sets leading at 42% of demand, followed by Sarees (24%) and Kurtis (18%).



- Anarkali suits saw a spike of 45X, Chikankari kurtas 40X, and ready-to-wear sarees 3x in May 2025, compared to a year ago
- Growing number of searches for black sarees and long frocks
- Kurta Sets peaking during Eid, Diwali, and Rakshabandhan, while Sarees see heightened demand during Durga Puja, Onam, and Pongal
- At the heart of this growth is the seamless blend of regional craftsmanship and national reach—styles like Chikankari from Lucknow, Bandhani from Gujarat, Paithani from Maharashtra, and Kasavu from Kerala are gaining prominence.

Shoppers primarily buy ethnic wear for daily wear, work, college, festivals, and weddings, with peak sales during festive months (Aug–Nov) and wedding seasons (Nov–Feb, Apr–May). Artisan-led brands such as Konark, Shishir, and Wreetika, along with national labels like Libas, Indo Era, Janasya, and Mirchi Fashion, are thriving on the platform, bringing traditional roots into the modern retail spotlight.

Flipkart is continuously innovating to elevate the ethnic wear shopping journey by integrating technology-driven solutions such as regionalised product discovery, smart filters, and AI-powered personalisation, along with faster last-mile delivery across thousands of pin codes. As India undergoes rapid urbanisation and experiences a rise in disposable incomes, the ethnic wear landscape is being reshaped by the influence of social media, D2C discovery, and a growing preference for fusion and sustainable fashion. With more working women driving demand for versatile styles, the segment is set for dynamic growth. Flipkart remains deeply committed to celebrating India's cultural diversity while ensuring seamless access to quality ethnic wear across regions, price points, and evolving consumer preferences.

### **About the Flipkart Group**

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

Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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