

India's Online Fashion Market

India's online fashion market, including apparel, footwear, and accessories, is expanding rapidly at a **CAGR of 24%**, with projections to grow from ~INR 1.8 lakh Cr in 2025 to over INR 8.2 lakh Cr by 2032. Online fashion currently accounts for ~3% of total retail, expected to reach ~5% by 2025, offering an incremental opportunity of INR 3 lakh Cr over 2024–29.

Platform Highlights

AJIO



India's online fashion market is highly concentrated, dominated by Flipkart, Ajio, Meesho, Tata CLiQ, Myntra, and Nykaa Fashion, with Myntra and Flipkart together driving ~90% of sales during major sales



Myntra is the leading fashion platform, serving over half of active online shoppers and recording INR 6,043 Cr revenue in FY25, with about 10% of sales from social and creator-led commerce

NYKAA

Nykaa Fashion has evolved into a curated, premium fashion destination, delivering INR 675 Cr revenue in FY25, supported by influencer-led content and an omni-channel network of brand stores



Consumer & Geographic Shifts

Gen Z now makes up ~40% of India's online shoppers, spending 1.5x more on lifestyle and beauty categories than older cohorts

Growth is increasingly coming from Tier-2 and Tier-3 cities, which together drive 60–65% of online fashion orders, with Tier-3 alone contributing ~46% during festive periods

Apparel remains the largest category, while footwear's share in festive online sales has surged from 7% to 33%, signaling strong category diversification



Emerging Trends

Creator-led commerce is becoming central to India's fashion e-retail ecosystem, with platforms scaling multi-million creator bases

Growth is led by Tier-2/3 cities, with demand for streetwear, unisex, and culturally rooted design

Buyers are increasingly value and convenience-driven, while omni-channel fulfillment is improving delivery speed and returns, reducing dependence on deep discounts