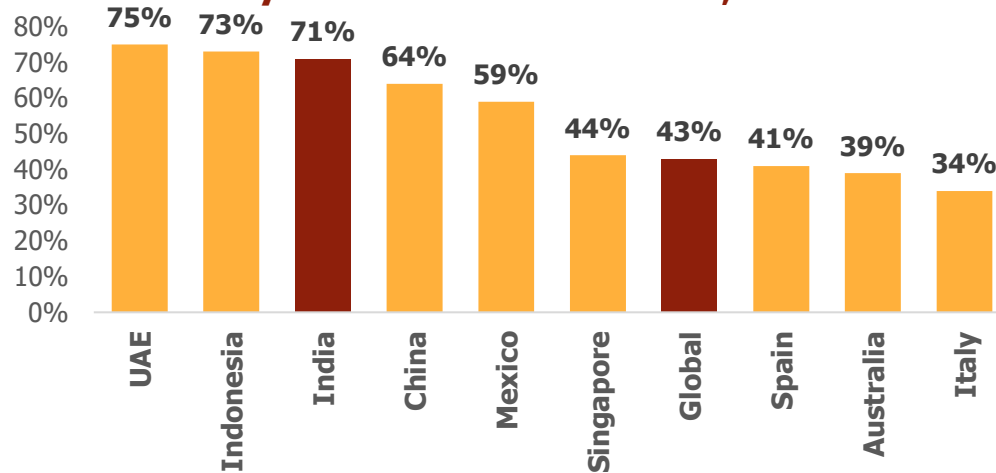
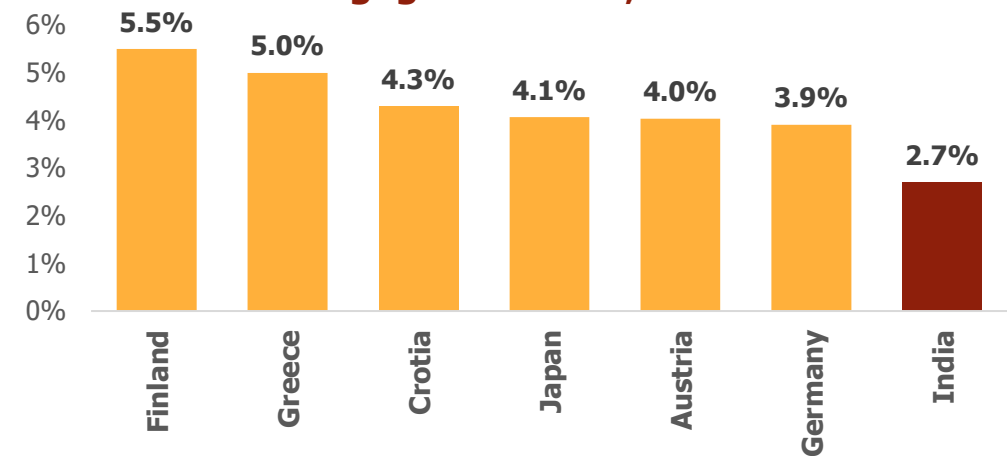


India: The Influencer Led E-Commerce Market

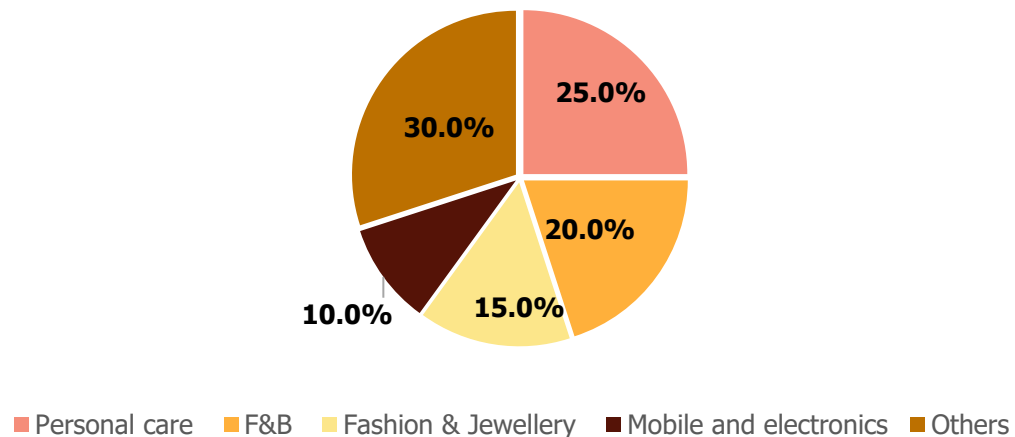
Share of internet users in selected countries who follow any social media influencer, 2021



Countries with the highest Instagram influencer engagement rate, 2021



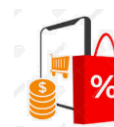
Category share in influencer led e-commerce market



Key Findings



- Myntra became one of the first major e-commerce platforms in the country to adopt the influencer-driven live commerce platform 'M-Live' to expand its online business



- The live or video commerce segment in India is still in its nascent stage but has a huge potential to be the next big thing in the content space considering mobile and data penetration in the hinterland and Indians' obsession with the video formats. It may reach USD 4-5 billion Gross Merchandise Value (GMV) by 2025 as per few industry reports



E-COMMERCE

- American retailer Walmart has been investing in live shopping by hosting events across social platforms such as TikTok and YouTube in a massive way