

## **A STUDY ON GROWTH POTENTIAL OF E-GROCERY IN INDIA WITH SPECIAL REFERENCE TO GHAZIABAD REGION**

**RACHNA SHARMA**

Associate Professor, Jaipuria School of Business, Ghaziabad, Uttar Pradesh, India

### **ABSTRACT**

The paper titled “**India Online Grocery Market Outlook to 2019 - High Growth Prospects due to Increasing Internet Coverage and Smart Cities’ Emergence**” provides a comprehensive analysis of various aspects such as market size, segmentation and future projections of the online groceries market of Indonesia. This paper also offers prevalent trends and developments in industry, government regulations, SWOT analysis, external environment analysis, Porter’s five force analysis, and challenges in the industry. The paper also covers the competitive landscape of the industry, in which the information related to the players operating in this industry has been comprehensively presented. This has been complemented with the major investment deals that have been finalized in the industry. It also includes information on the major macroeconomic indicators affecting the market. Moreover, the paper also offers information regarding the supply chain models operating in the market and the domestic and international trends in the online groceries market.

**KEYWORDS:** Growth Potential of E-Grocery in India