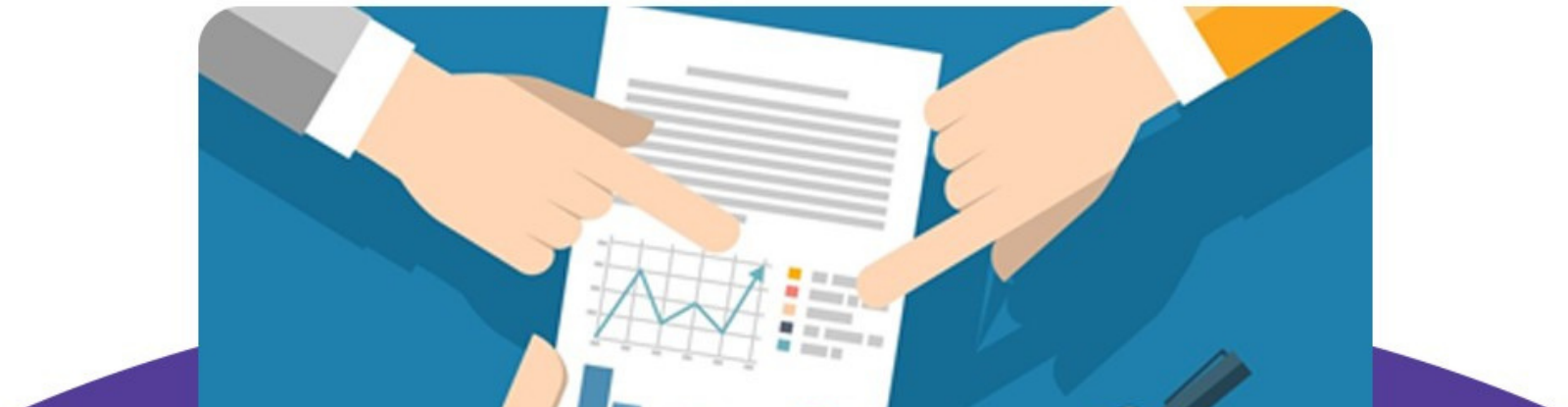


Dissecting The Key Takeaways From The ONDC Report

Recently we have analyzed the important aspects of ONDC report and have highlighted same here

Dissecting the **key takeaway** from ONDC report



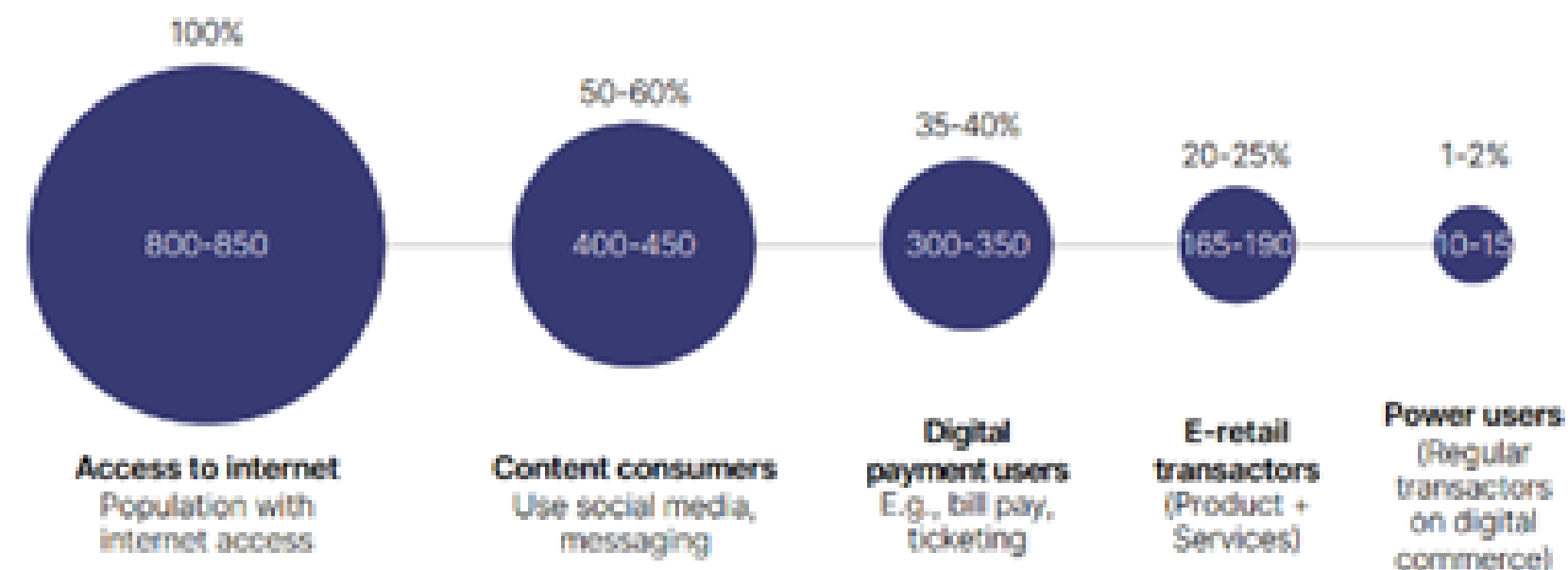
The Age of Digital Transformation

India has transformed itself digitally quite rapidly by adapting to online payments, adoption of 5G internet etc. However, many buyers and sellers face issues in adapting to these changes. ONDC sets a clear and transparent vision which aims to provide an “Open network for digital commerce that will make way for an inclusive online space, thus providing opportunities for everyone.”

ONDC'S Leap into Boosting the E-commerce Market

India has demonstrated digital adoption across payments and content consumption; digital commerce has considerable scope for growth.

India online consumers funnel 2022, million



Source: IBEF, TRAI

ONDC is an initiative to transform digital commerce in India. It aims to provide a useful platform where consumers can search for their needs and get various results from traders registered on the ONDC platform through seller apps.

What is ONDC?

ONDC is a service-based online delivery system that sells products from a variety of categories, including food, groceries, home decor, and more. It is set to improve the way we look at e-commerce and take it to the next level.

Different use cases of ONDC in various sectors

1. Grocery

India's grocery sector accounts for 35-45% of consumer spending, approximately 400 billion. Although the online shopping acceptance rate is currently around 1-2%. But ONDC has the potential to open doors of opportunity to all Kiranas/shops in the region and transform their presence digitally.

2.Fashion And Lifestyle

The Indian fashion market continues to evolve and change rapidly, with 35% of the fashion market, of which 10-11% is now digitized. The rapid growth of digital commerce has enabled big (popular brands) to give small independent sellers a platform to make sales in big cities and small towns.

3.Electronics

Consumer electronics is the fastest growing segment with 32-34% of online transactions. Its market value is \$75 billion for (FY22) and its capacity will reach \$150 billion by 2023. ONDC aims to enable small-scale traders to expand their reach by widening their sales of electronic goods.

4. Online Food Delivery

The online food delivery industry is expected to grow upto \$30 billion by 2030. ONDC can help with this plan and expand to smaller cities by expanding the kitchens, logistics, and delivery providers' network

ONDC is expanding its horizons over the world

ONDC is currently being tested in India. However, it looks forward to expanding its potential and making its keen presence worldwide by addressing global challenges.

Scope Of ONDC In Future

The future of ONDC has a lot of potential to improve its capacity and reach a higher level. The platform offers new solutions to the problems encountered in e-commerce, opening the door to new opportunities for buyers and sellers.

If you are eager to learn more about ONDC, check the link below:

<https://ondc-static-website-media.s3.ap-south-1.amazonaws.com/res/daea2fs3n/image/upload/ondc-website/files/democratising-digital-commerce-in-india-april-2023.pdf>

Content and data information from the blog and the images are provided (credits to the source from the report).

If you have any digital marketing requirements contact Impulse Digital-A digital marketing agency in Navi Mumbai and get needful assistance and solutions



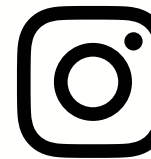
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