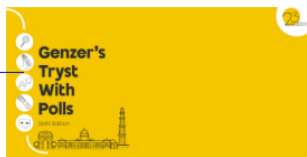


LATEST NEWS

Verve Media secures Social Media Mandate for Elmont
 FEBRUARY 4, 2025

Majority of Delhi's Gen Z Voters Question Media Credibility, Says Study
 FEBRUARY 4, 2025

ANALYSIS



Majority of Delhi's Gen Z Voters Question Media Credibility, Says Study
 FEBRUARY 4, 2025

New Delhi: With the Delhi elections drawing closer, a new study by The 23 Watts Insights Studio titled "GenZer's Tryst with..."

PEOPLE



Winselov Tucker appointed as President and General Manager of Lilly India
 FEBRUARY 4, 2025

New Delhi: Eli Lilly and Company (Lilly) has announced the appointment of Winselov Tucker as the President and General Manager...

MARKETING



Curefoods unveils 'Kitchens of EatFit' with Hrithik Roshan as Brand Ambassador and Investor
 FEBRUARY 3, 2025

Home > Authors Corner

The Rise of Social Commerce in India: A Game-Changer in Retail

Article authored by Chandan Bagwe, founder and director of C Com Digital.

by **Guest Column** - February 4, 2025 in **Authors Corner** Reading Time: 3 mins read AA



Shopping in India has always been a social experience—whether bargaining in bustling markets or seeking recommendations from friends. Today, that social connection has gone digital. In India, social commerce is not just a fusion of social media and e-commerce but a unique blend that transforms how Indians discover, share, and buy products online. With its distinct ability to blend trust, convenience, and interactivity, social commerce is reshaping the Indian e-commerce landscape in ways that are specific to the Indian market.

How social commerce is redefining Indian e-commerce

Unlike traditional e-commerce platforms, social commerce thrives on personal connections. It leverages peer recommendations, influencer partnerships, and user-generated content to build trust and drive sales. For many Indians, especially in tier 2 and 3 cities, social commerce feels more accessible and personal. A 2023 Bain report highlights that social commerce is set to grow at an annual rate of 55% in India, reaching \$70 billion by 2030. The audiences it caters to the growing smartphone user base, allows businesses to target niche audiences, and makes shopping an interactive experience.

Platforms driving the revolution

India's social commerce revolution is powered by key platforms that seamlessly integrate shopping features, driving the transformation:

- **Facebook Shops:** Businesses can set up online storefronts directly on Facebook, simplifying product discovery and purchase.
- **Instagram Shopping:** Shoppable posts and stories transform Instagram into a virtual mall for fashion, beauty, and lifestyle products.
- **WhatsApp Business:** With personalized messaging and catalogue features, it is the go-to platform for small businesses looking to engage with customers directly.

The Meesho phenomenon: empowering entrepreneurs

Meesho has emerged as a symbol of social commerce in India, particularly for its role in democratizing online selling. By enabling individuals, especially women in semi-

Subscribe to Newsletters

SUBSCRIBE

ADVERTISING



Shrenik Gandhi on Budget 2025: A Gold Star for the Middle Class, A Boost for Ad Spends

FEBRUARY 3, 2025

"For years, the middle class has been like that student who studies hard but rarely gets a gold star in..."

PRINT



Omnicom Media Group dominates Global Media Growth in 2024: COMvergence

DECEMBER 19, 2024

Mumbai: Omnicom Media Group (OMG), the media services arm of Omnicom and parent to global media agency networks OMD, PHD,...

AUTHOR'S CORNER



Bangalore based house of F&B brands, Curefoods, announced the repositioning of its flagship brand EatFit under the new identity 'Kitchens...

in democratizing online selling. By enabling individuals, especially women in semi-urban and rural areas, to sell products through WhatsApp and Facebook, Meesho has not just facilitated business, but also empowered a new generation of entrepreneurs who rely on their social networks to build businesses.

How Indian brands are leveraging social media for sales

Brands across industries are embracing social commerce to connect with their audiences and drive sales. Here are some standout examples:

- **Myntra's M-Live:** Live-streamed shopping shows featuring influencers allow customers to interact, ask questions, and make instant purchases.
- **Flipkart's Shopsy:** A video commerce initiative, Shopsy helps sellers create engaging short videos to showcase their products.
- **Local Artisans on Instagram:** Artisans are using Instagram's visual storytelling to sell handcrafted jewellery, textiles, and art, reaching global audiences.

This trend is not limited to big brands. Small and medium businesses are also finding innovative ways to integrate social commerce, from using Instagram reels to hosting Facebook live sales. This presents a promising opportunity for these businesses to compete on a more equal footing in the digital marketplace.

Challenges and opportunities for Indian businesses

While the rise of social commerce presents massive opportunities, businesses must navigate several challenges:

- **Digital Literacy:** Many small sellers still struggle with adopting and optimizing digital tools.
- **Trust and Security:** Ensuring the authenticity of products and secure transactions is crucial to winning customer confidence.
- **Logistics:** Efficient delivery networks are essential for a seamless shopping experience, particularly in remote areas.

On the flip side, social commerce opens doors for direct-to-consumer sales, personalized marketing, and enhanced customer engagement. Platforms like Facebook and Instagram provide rich consumer insights, enabling businesses to tailor their offerings and boost conversions.

Future trends in social commerce

As social commerce matures, new trends are set to redefine the landscape:

- **Live Shopping:** Similar to TV shopping channels, live-streamed product demos will gain traction, offering real-time interaction.
- **Augmented and Virtual Reality:** AR and VR will make virtual try-ons commonplace, enhancing the online shopping experience.
- **Voice Commerce:** With the rise of regional language voice assistants, voice-activated shopping will become a critical feature.

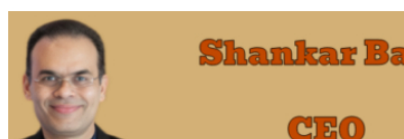
Conclusion

Social commerce is not just a trend—it is a paradigm shift in how Indians shop. By combining trust, convenience, and technology, it has created a vibrant ecosystem where businesses of all sizes can thrive. As platforms innovate and consumers embrace new ways to shop, social commerce is set to play an increasingly significant role in shaping India's digital economy, a fact that all Indian businesses should be aware of.

For Indian businesses, the message is clear: adapt to social commerce or risk being left behind.

Tags: [C Com Digital](#) [Chandan Bagwe](#)

RECENT POSTS



How Relentless Rate-Cutting is Undermining the Media Ecosystem

FEBRUARY 3, 2025 0



Happy New Year, Folks! Yes, it's rates again! If you've read my previous articles on ratings and audits, you'll agree...

[READ MORE](#)



The Art of the Pitch: How Startups Can Successfully Approach Journalists

[FEBRUARY 1, 2025](#) [0](#)

In the world of startups gaining media traction is one of the most challenging tasks and it acts as a...

[READ MORE](#)



The Power of Purpose: Why Students Choose Brands with Social Impact

[JANUARY 31, 2025](#) [0](#)

Students are reshaping brand interactions through strategic social awareness. Their purchasing decisions transcend traditional consumption, becoming powerful tools for systemic...

[READ MORE](#)



The Future of B2B Marketplaces: Innovations and Technology Integration

[JANUARY 30, 2025](#) [0](#)

As we enter 2025, it becomes an even more important question than ever – is there any industry left untouched...

[READ MORE](#)



Data, AI, and Innovation: Shaping the Future of Programmatic

[JANUARY 24, 2025](#) [0](#)

As programmatic advertising continues to evolve at an unmatched pace, maintaining it requires a clear understanding of emerging trends, technological...

[READ MORE](#)



AI in Marketing: A Game-Changer or Just a Buzzword?

[JANUARY 18, 2025](#) [0](#)

Artificial intelligence is the hottest and most debated topic in the whole marketing sphere. Some people might consider that it...

[READ MORE](#)



The Rise of Social Commerce in India: A Game-Changer in Retail

[FEBRUARY 4, 2025](#) [0](#)

Shopping in India has always been a social experience—whether bargaining in bustling markets or seeking recommendations from friends. Today, that...



Curefoods unveils 'Kitchens of EatFit' with Hrithik Roshan as Brand Ambassador and Investor

[FEBRUARY 3, 2025](#) [0](#)

Bangalore based house of F&B brands, Curefoods, announced the repositioning of its flagship brand EatFit under the new identity 'Kitchens...



UPLIFT MEDIANEWS4U DIGITAL PVT LTD
No. 194B , Aram Nagar 2, JP Road,
Versova, Andheri West
Mumbai - 400061

For editorial queries:
editor@medianews4u.com
umanath@medianews4u.com

For business queries:
Smitha Sapaliga - +91-98337-15455
sales@medianews4u.com

Recent News



The Rise of Social Commerce in India: A Game-Changer in Retail

FEBRUARY 4, 2025



Verve Media secures Social Media Mandate for Elmont

FEBRUARY 4, 2025



Majority of Delhi's Gen Z Voters Question Media Credibility, Says Study

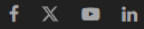
FEBRUARY 4, 2025

Newsletter

Subscribe to Newsletters

Email Address

SUBSCRIBE



Medianews4u.com © 2019 - 2024 All rights reserved.

[The South Side Story 2023 Download Report](#) / [Goafest 2023: Day 3](#) / [Goafest 2023: Day 2](#) / [Goafest 2023: Day 1](#) / [Straight Talk Gallery 2022](#) / [The South Side Story 2022 Download Report](#) / [Focus 2022](#) / [Futurescope Conclave Gallery 2022](#) / [The South Side Story 2021 Download Report](#) / [FOCUS 2021](#) / [Exclusive](#)

