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(57) Abstract :
The internet is vital in our daily lives. We utilize internet basically daily for work. Buying and selling used to be done physically in markets before the advent of e-commerce in India. Online shopping is a form of e-commerce that allows us to buy and sell things at inexpensive prices. E-commerce websites affect several markets and retailers. Not only has ecommerce survived, but it has grown in India and beyond. A new analysis named 'E-commerce Trends Report 2020 indicates that the market in India rose by a phenomenal 17% during the pandemic. By June 2020, e-commerce had not only recovered but had grown by 17%. Among them, the beauty and wellness sector had a 130% increase in order volume, followed by FMCG & agribusiness (55%) and health & pharma (38%). This has led online platforms to adjust their infrastructure and focus on cities other than metropolises. Tier II and beyond cities currently account for 66% of Indias e-commerce, with Tier III and beyond cities seeing the highest increase at 53%. Its not easy to start an e-commerce firm, but its now easier than ever. The focus on digitalization and innovation has taken center stage this year, and is projected to continue for years to come. This research will examine the effects of e-commerce on various marketplaces and retailers.

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