



Retail Rewired Report India

Shoppers are
rewriting retail
with tech in
one hand and
tradition in
the other.

The evolving retail landscape is undergoing a transformative shift fuelled by widespread digital readiness and the rapid adoption of AI-powered technologies among consumers.

As AI-driven tools and e-commerce platforms become deeply embedded in daily life, shoppers are increasingly blending traditional and digital experiences, leveraging AI for smarter product discovery, personalized recommendations, and more efficient decision-making.

With a tech-savvy population spanning urban and Tier 2 cities, AI presents unique opportunities—and challenges—for businesses striving to innovate and deliver seamless, tailored shopping journeys within diverse and digitally engaged markets.

Key trends

①

High Comfort and
Adoption of Digital
Technologies

②

Omni-Channel and
Discovery-Driven
Shopping Behaviors

③

Growing Reliance on AI
and Digital Assistants,
with Feature Expectations

④

Persistent Barriers: Data
Privacy, Experience Speed,
and Payment Flexibility

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High Comfort and Adoption of Digital Technologies

While India's digital readiness is exceptional, a closer look reveals a paradox. A significant 60% of consumers describe themselves as "very comfortable" with new digital tools, yet this enthusiasm coexists with a unique market balance.

The population is almost evenly split between tech-eager "Early Adopters" and more cautious "Early Majority." The true surprise isn't just that a massive 86% have made an online purchase—it's that this widespread adoption is so deeply and quietly integrated into daily habits, challenging the notion that digital transformation requires a loud, disruptive overhaul.

Instead, the market is quietly embracing the digital shift with minimal resistance.

60%



Of consumers are “very comfortable” learning and using new technologies for daily tasks

96%



Have purchased goods or services online via websites or mobile apps

38%

38%

The population is evenly divided between “Early Adopters” (38%) and “Early Majority” (38%), signalling minimal resistance to new technology

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Omni-Channel and Discovery-Driven Shopping Behaviours

Shoppers seamlessly blend physical and digital experiences, actively using mobile apps and social platforms to enhance their shopping both in-store and online.

A notable 60% are “very likely” to use e-commerce apps while in-store for product searches, price checks, or accessing special offers, reflecting a strong preference for convenience and informed decision-making.

Their discovery journeys often start online, with 51% beginning by typing into a search bar and 47% turning to social media for inspiration—rising to 52% among Millennials and shoppers in Tier 2 cities.

E-commerce mobile apps play a central role in this process, with 43% of consumers saying they are the most helpful technology for product search and navigation, enabling quick comparisons and efficient shopping journeys.

60%



Are “very likely” to use e-commerce apps in-store for product search, price checks or offers

51%



Start shopping journeys by typing into a search bar

43%



Say e-commerce mobile apps are the most helpful technology for search and navigation

47% use social media for shopping discovery, rising to 52% among Millennials and in Tier 2 cities

47%

52%

3

Growing Reliance on AI and Digital Assistants, with Feature Expectations

Consumers are increasingly integrating AI-driven tools and digital assistants into their shopping journeys, with 24% “always” and 26% “often” relying on them for product recommendations and decision-making.

This growing adoption is fuelled by the clear efficiency benefits, as 87% agree these assistants save significant time compared to traditional methods. Shoppers place the highest value on practical capabilities such as robust price comparison (49%), review summaries and comparisons (44%), and the ability to directly inquire about product availability or delivery times (42%).

Furthermore, features like strong customer support (34%), transparent data practices (32%), and personalized suggestions (32%) play a crucial role in encouraging adoption, signalling that trust, relevance, and utility are central to the success of AI-powered shopping solutions.

24%
always

26%
often

Use AI for shopping decisions

87%

Agree digital shopping assistants save time compared to traditional methods

Most-valued features

49%

Price comparison

44%

Review summaries/
comparisons

42%

Direct Q&A on
availability/delivery



Features that enhance likelihood of adoption

34%



Strong customer support

32%



Data transparency

32%



Personalized suggestions

4

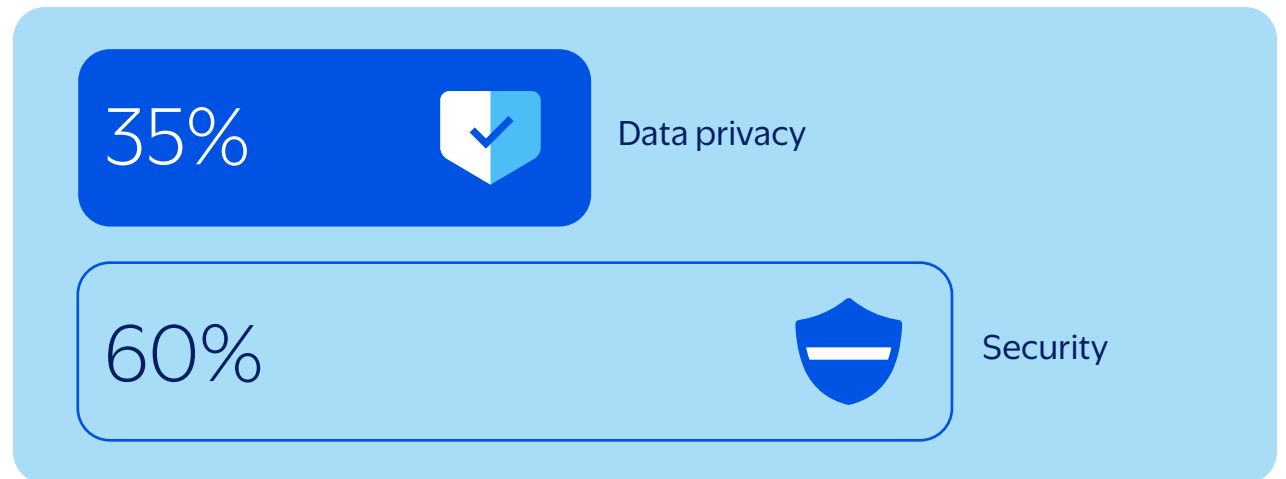
Persistent Barriers: Data Privacy, Experience Speed, and Payment Flexibility

Despite embracing new technologies, consumers remain cautious, with data privacy (35%) and security (60%) ranking as their top concerns regarding digital assistants and shopping tools. Technical glitches (43%), lack of personal interaction (34%), and difficulty using technology (20%) further hinder adoption.

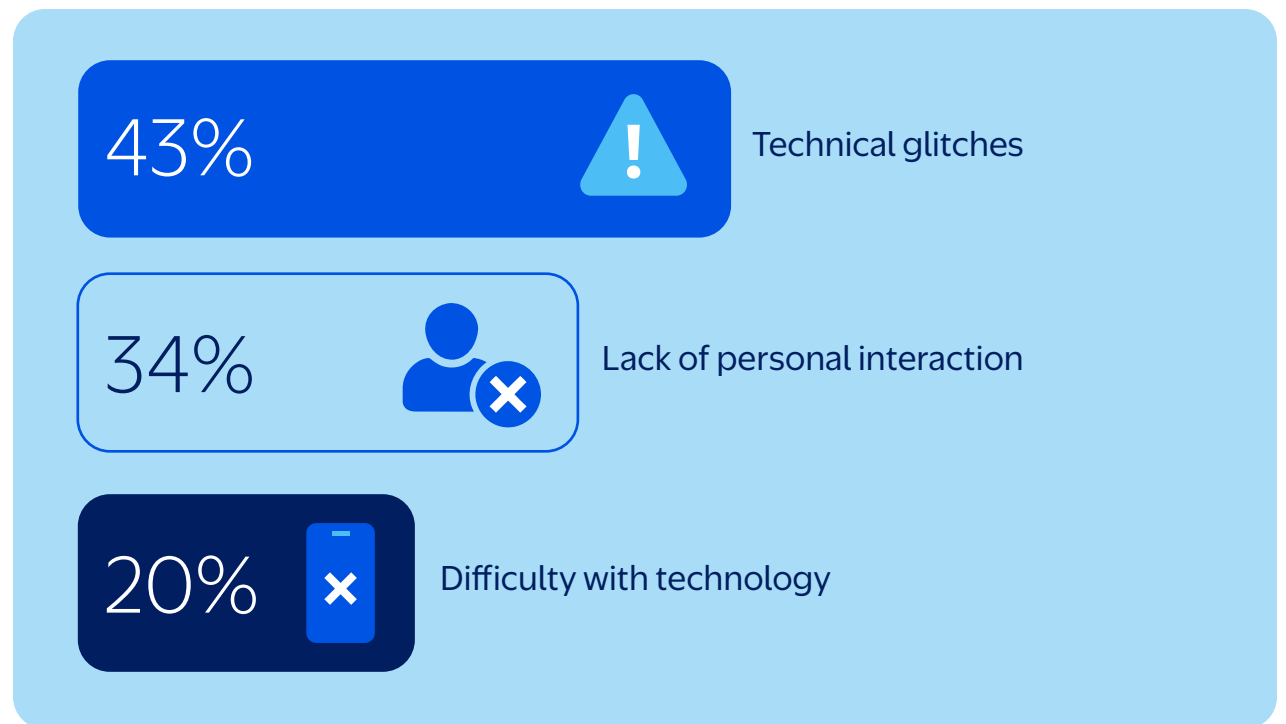
Speed remains a decisive factor in retail choice, with 60% rating it as “very important” and 30% as “somewhat important.” In payments, a dual mindset prevails—while 63% use digital payment methods daily, 88% still consider Cash on Delivery at least somewhat important.

Adoption is further driven by tangible incentives such as free delivery (58%), instant cashback (55%), and total bill discounts (48%), highlighting the need for tech solutions that combine efficiency, trust, and value.

Top consumer concerns



Other barriers



When choosing where to shop, **speed** is

60% Very important

30% Somewhat important



63%

Use digital payments daily



88%

See Cash on Delivery as at least somewhat important



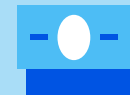
Popular payment incentives

58%



Free delivery

55%



Instant cashback

48%



Total bill discounts



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Consumers are embracing technology at every stage of their shopping journey, from product discovery to payment, but they remain keenly aware of issues like data privacy and still value traditional options such as Cash on Delivery.

For brands and retailers, success hinges on delivering seamless, transparent, and flexible digital experiences that prioritize privacy, user support, and meaningful incentives, while respecting consumer preferences for both digital and traditional shopping conveniences.