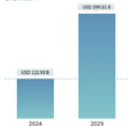


Top Trending Products to Sell in India in 2024 🔥

India E-Commerce Market

Market Size in USD Billion

CAGR 21.5%



Study Period 2019-2029

Base Year For Estimation 2023

Market Size (2024) USD 112.93 Billion

Market Size (2029) USD 299.01 Billion

CAGR (2024-2029) 21.50%

Market Concentration Medium

Major Players



The Indian e-commerce market is booming, expected to reach an impressive INR 8.4 trillion by 2024 and an incredible INR 22.2 trillion by 2029, growing at a steady 21.5% each year!

With so many products available online, choosing the right one to sell can be both exciting and tricky!

See the whole list below:



1. Clothing & Accessories

- In India, people keep buying men's, women's, and kids' clothes online. With new ways to shop online and the ongoing interest in fashion on social media, the clothing industry is highly wanted, guaranteeing continued demand in 2024.
- Almost 35% of the revenue that's generated from all the online sales comes from clothing apparel.
- A good profit margin for the clothing and t-shirt business is 30-60%. However, it might vary according to your clothing niche, target market, competition, and business model.

Here we share some high-demand clothing product ideas for starting your online business:

- **Unisex ankle socks:** High demand for all-day comfort, from regular wear to sports.
- **Polo t-shirts:** Bestsellers for high-end style across ages, customization options.
- **Cargo pants:** Top sellers for style and versatility across seasons.
- **Floral printed tops:** Contemporary casual look for women, customizable prints.
- **Men's casual shirts:** Versatile for daily wear, work, street style.
- **Track pants:** Durable for activities, stylish profit makers.
- **Quick dry shorts:** Liked for moisture-wicking fabric.
- **Crop tops:** Trendy all-occasion styles, customizable prints.
- **Oversized t-shirts:** In-demand, quirky designs/vibrant colors attract buyers.
- **Sports bras:** On-trend with customizable all-over prints.

2. Baby Products

The baby care products market in India was worth USD 12.73 billion in 2022. It is expected to grow at a CAGR of 17.25% and reach USD 38.51 billion by 2029. The increased awareness of newborn health and hygiene throughout the country is one of the primary factors driving the growth of the baby care products market.

Here we share some high-demand clothing product ideas for starting your online business:

- **Baby diapers:** Most needed, highly rated products in India.
- **Baby powder:** Keeps skin soft and safe, loved by parents.
- **Waterproof dry sheets:** Must-have to protect mattresses, customizable colors.
- **Baby lotion:** In-demand for pampered skin, competitive/profitable niche.
- **Baby feeding spoons:** Unique flexible, comfortable designs.
- **Baby bottles:** Popular customization options like names, characters.
- **Switchboard covers:** Best for child safety from electrical hazards.
- **Table corner protectors:** High demand for easy installation, comprehensive protection.
- **Baby grooming kits:** Meet daily needs with nail care, brushes, combs.
- **Baby bibs:** Easy to use, comfortable, customizable designs.

3. Bags, Wallets and Luggage

In India, bags, wallets, and luggage are in high demand. As people look for the perfect accessory to meet their everyday needs, many online brands offer leather bags, tote bags, Handmade bags and wallets with contemporary designs that cater to specific audiences.

Backpacks

- Casual Backpack
- Laptop Backpacks
- Travel Backpacks
- Unisex Gym Bags
- Sling Cross Travel bag
- Kid's Backpack

Shopping bags

- Grocery Handbag
- Tote bags
- Jute bag

Bag Accessories

- Rain & Dust cover
- Purse organizer
- Travel Pouch
- Cubs storage set
- Neck pillow for travelling
- Eye mask

4. Wallets

Customized wallets are a unique product to sell online! You can offer engraving customer names and stylish designs on wallets. Using social media platforms such as Instagram, Facebook, and Twitter can be great tools to showcase your products and reach a wider audience.

- **Unisex Leather Wallet**
- **Credit card Holder wallet**
- **Metel Wallet**
- **Cell phone holder(Pocket Purse)**
- **Trifold Fashion card**
- **Popup card holder wallet**
- **Purse Holder(Women's Zip Wallet)**
- **Clutch wallet for women**

5. Luggage

The revenue generated in the Luggage & Bags market in India amounts to INR ₹1.22tn in 2024. It is expected that the market will experience an annual growth rate of 6.17% (CAGR 2024-2028). Increasing travel aspirations of India's expanding there is demand for premium luggage and bags.

- **360 degree rotation luggage**
- **Luggage weighing scale**
- **Outdoor camps luggage bags**
- **Water proof duffle bags**

6. Car and Motorbike Accessories

Here we share the most needed products in India for cars and motorbikes, offering practical essentials and must-haves for road trips.

- **Microfiber Cloth:** Popular for easily cleaning stains and dust from cars and bikes in India.
- **Car Perfume:** Customers enjoy its refreshing scent. Eco-friendly air fresheners with aromatic compounds are in high demand for odor elimination.
- **Car Duster:** A top-selling auto accessory known for its quality and ease of use.
- **Car Cover:** Waterproof covers are essential for protecting cars, especially during rainy seasons.
- **Arm Sleeves:** Essential for bikers to protect from sunburn. Custom prints can attract more buyers.
- **Bike Covers:** High-demand for lightweight, portable covers that protect bikes from rain and dust.
- **Biker Face Mask:** Loved for keeping helmets sweat-free with soft, cool fabric during rides.
- **Film Tape:** Popular for scratch resistance, appearance, and ease of installation on vehicles.
- **Tissue Holder:** Convenient for maintaining cleanliness while driving.
- **Neck Rest Pillow:** Best-selling item providing comfort and support on car seats.

7. Computers & Accessories

Computer accessories are in high demand in India due to the increasing reliance on technology for work, education, and entertainment.

- **Type-C Cable:** A unified charging solution for various electronic devices, including smartphones.
- **Power Backup:** Popular for its portability, ease of use, and reliable power supply.
- **Laptop Table:** Versatile and widely used for different purposes like lap desks, bed tables, and workstations.
- **Gaming Mouse Pad:** Loved for its grip, performance, and customizable design options.
- **USB Keyboard:** Portable and easy to use; customizable colors can boost brand visibility.
- **Wireless Optical Mouse:** Highly rated for quality and value; offering color options can enhance sales.
- **Laptop Stand:** Favored for its portability, sleek design, and ease of use.
- **Laptop Backpack:** In demand for protecting laptops on the go, with various stylish options available.
- **Neck Fan:** Stylish, compact, and highly sought after for its design and functionality.
- **Wi-Fi Extender:** Appreciated for improving home network coverage with easy installation.

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