



## Amazon sellers plan investment in hiring, people training, infra support, and new product launches this festive season: 21 city study

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- 98% of the surveyed sellers said technology adoption and ecommerce have positively impacted their business
- The study shows sellers expect increased sales and reaching new customers this festive season that will help revive their business

**Bengaluru, 21 September 2021:** Amazon India today shared findings of a study commissioned by the company to understand the expectations of small and medium businesses (SMBs) selling on the Amazon India marketplace from the upcoming festive season. The study was conducted in English and regional languages by Nielsen amongst almost 2000 (1965) sellers registered on Amazon.in from 30<sup>th</sup> August 2021 – 09<sup>th</sup> September 2021. The study covered sellers from 21 cities across India - Delhi NCR, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Pune, Ahmedabad, Lucknow, Ludhiana, Indore, Nagpur, Coimbatore, Kochi, Patna, Jaipur, Rajkot, Mysore, Guwahati, Vizag and Bhubaneswar. All sellers surveyed shared that e-commerce will help them reach a wider set of customers this festive season as compared to previous years.

### ***Following are the top findings of the study:***

- 28% of the surveyed sellers claimed that they will be launching new products this festive season; Nearly 50% of sellers indicated that they will sell on Amazon.in during the festive season for the **first time**
- Over 40% of the surveyed sellers expect their business to grow by 50%, while one in four sellers expect to double their business growth through festive season sales this year
- Out of the 1000+ sellers selling again during the festive season, 86% expect an increase in sales this year vis-à-vis last year with over 50% of them expecting at least a 25% growth in sales vs last year

### ***Following are the top expectations of surveyed Amazon sellers from this festive season:***

- 78% mentioned reaching out to new customers
- 71% mentioned an increase in sales
- 62% mentioned an increase in visibility of products
- 71% mentioned a recovery of business post the lockdown

### ***Sellers to invest in hiring, training, infra & logistics and inventory for a successful festive season:***

- Nearly one-third (31%) of the surveyed sellers plan to make additional investments this festive season to achieve their business goals
  - a. 35% sellers to invest in seasonal hiring to meet the increase in demand
  - b. 45% sellers claimed that they will invest in training of personnel
  - c. 36% sellers claimed that they will invest in boosting their inventory and warehousing

**Sumit Sahay, Director, Selling Partner Services, Amazon India** commented on the findings, “One of the most important metrics for festive season events is how we contribute to the success and growth of the lakhs of sellers on the marketplace. This festive season, we continue to strongly prioritize efforts to enable sellers to bounce back from the economic disruption caused by the COVID-19 pandemic and accelerate their business growth. The findings from the study indicate that our efforts are aligned with the needs and expectations of the SMB sellers. We believe that Amazon is rightly placed to serve customers this festive season, create new opportunities for businesses to reach a wider set of customers across India, and generate greater value for their products.”

“We have been associated with Amazon for over 3 years, and our presence on the marketplace helped us balance the disruption caused by the pandemic. With Amazon, we get orders from some of the remotest corners of the country which would otherwise have taken us years to achieve. During the lockdown, we saw 200% growth in our business on Amazon.in sales. I feel the upcoming festive season will be extremely critical for the revival of Indian businesses. We are looking forward to launch a new range of products this festive season on Amazon and rally back from the recent challenges.” - **Pratik Rao, CEO NutraSphere**

### **About Amazon.in**

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace. For more information, visit [www.amazon.in/aboutus](https://www.amazon.in/aboutus)

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### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [amazon.com/about](https://amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews).

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