

jungle



ONLINE SHOPPING

SEARCH TRENDS
REPORT

About Junglee

Junglee.com is India's #1 search and comparison site for shoppers; each week millions of shoppers visit Junglee.com to find the best offers online. With over 30 million listings from over 2,500+ seller websites and 100,000+ local stores, Junglee.com is the largest online organized selection of products in India.

At one place, customers can find the best offers on leading online e-commerce web sites such as Amazon.in, Jabong, HomeShop18, Indiatimes Shopping, Infibeam etc as well as popular brick-and-mortar stores like Croma, Ezone, Staples, Landmark and more. Junglee is a service provided by Amazon.

About The Junglee Online Shopping Search Trends Report 2014

Junglee has been ranked as the top comparison shopping site in India. Junglee received over 10 million monthly visits and has seen over 100 million searches in 2013. The Junglee Online Search Trends report 2014 is based on the data for customer searches on Junglee.com in 2014.

Key customer trends across categories, cities and products have been brought to light in this report. There are also interesting customer search trends which we have seen on Junglee and have been highlighted in this report.



**INDIA'S #1
SEARCH &
COMPARISON
SITE**



**OVER 30
MILLION
LISTINGS**



**100,000+
LOCAL
STORES**



**OVER 2,500+
SELLER
WEBSITES**



**ONLINE
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TOP 10 CATEGORIES SEARCHED ON jungle

People Were
More Fashion
Savvy than
Gadget Crazy
in 2014

2014	1	2	3	4	5	6	7	8	9	10
2013	2	1	3	6	4	8	5	10	7	9
CHANGE vs 2013	+1	-1	0	+2	-1	+2	-2	+2	-2	-1



CLOTHING

ELECTRONICS

COMPUTERS

SHOES

HOME &
KITCHEN

WATCHES

BOOKS

JEWELLERY

SPORTS
GOODS

BEAUTY



2014 saw fashion categories move up the ranking as compared to 2013 - Shoes, Watches and Jewellery by 2 points, and apparel by 1 point to become the top searched category combined on Jungle



The volume of searches across the fashion categories grew by ~300% in 2014 YoY with highest growth stemming from Shoes followed by Apparel

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SHOPPING
SEARCH TRENDS
REPORT

DAWN OF THE 4F's

THE EMERGENT CATEGORIES ON

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Fashion, food, furniture, and fitness have shown some very interesting trends and these are the categories we are going to cover in detail in the 2014 Annual Search Trends Report.

Fashion has been a big needle driver in online shopping this year; so much so that it has superseded electronics; which was the most popular category in 2013. With people becoming increasingly fitness conscious—many using tech devices and portable fitness gadgets to stay healthy—fitness has seen a significant jump. Food and furniture has become bigger this year—with focus being on world cuisine and entertaining.



FASHION



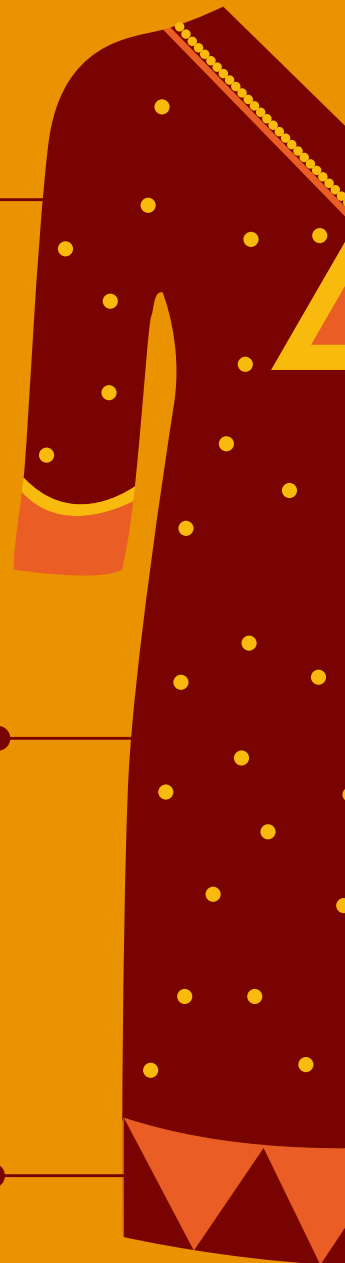
Indian women shopped most for Anarkalis, Sarees and Lehengas. The appetite for 'Bollywood Sarees' has grown more than 400%!



Manish Malhotra is the most searched designer celebrity within apparel; whose popularity grew by 12x times from Jan 2014



While Indian wear is the larger segment, the growth momentum of western wear is bigger in 2014



Globally, 2014 has been heralded as the year of the jumpsuit and we see the effect in searches on Junglee as well



Another category that has witnessed great momentum in 2014 is 'Jackets' – reversible jackets being the most popular trend

	Search Volume in '14 (%)	Growth vs '13(%)
INDIAN	46.1	135
ANARKALIS	17.6	346
SAREES	5.3	14
BOLLYWOOD SAREES	2.2	417
ANY SAREES	7.5	48
LEHenga/ LEHenga SAREES	7.5	133
BLOUSES	1.6	121
OTHER SALWARS	1.6	-21
LEGGINGS	1.2	1997
BIBA	1.0	282
MANISH MALHOTRA	0.4	958
SHERWANIS	0.5	369
WESTERN	11.2	226
JACKETS	2.0	284
SHIRTS / T-SHIRTS	0.5	204
JUMPSUITS	1.7	1710
GOWNS / DRESSES	1.6	142

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SHOPPING
SEARCH TRENDS
REPORT

SHOES



Sports shoes have shown the biggest spike in terms of growth



Unlike apparel, which is largely product and style driven, shoe-searches are brand-led; indicating customers' predisposition with brands when it comes to shoes



Search Volume in '14 (%)

Growth vs '13 (%)

ANY BRAND	<div></div>	33	481
GENERIC	<div></div>	33	370
RUNNING/WALKING SHOES	<div></div>	7	723
PUMPS/STILETTOS	<div></div>	2	1936
WEDGES	<div></div>	2	790
SNEAKERS	<div></div>	4	566
SPORTS	<div></div>	2	3482
BOOTS	<div></div>	1	248

TOP SEARCHED BRANDS



WATCHES



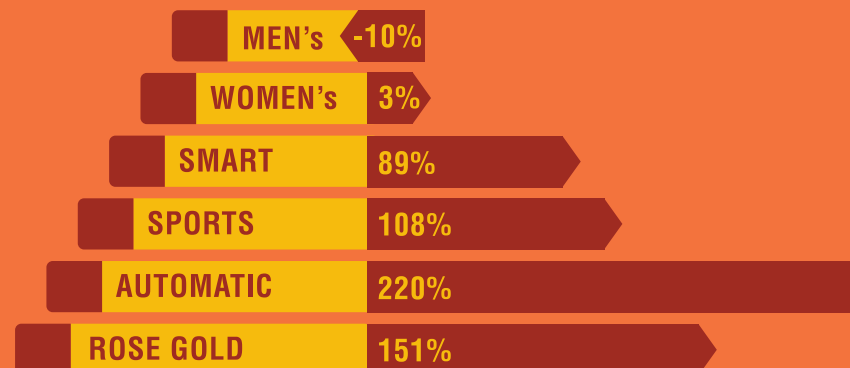
Casio, Swatch, Armani, Fastrack and Tissot are amongst the top searched brands



Search trends around new age watch genres like smart/automatic/sports watches are on the rise



Rose gold has been a popular trend on the fashion radar

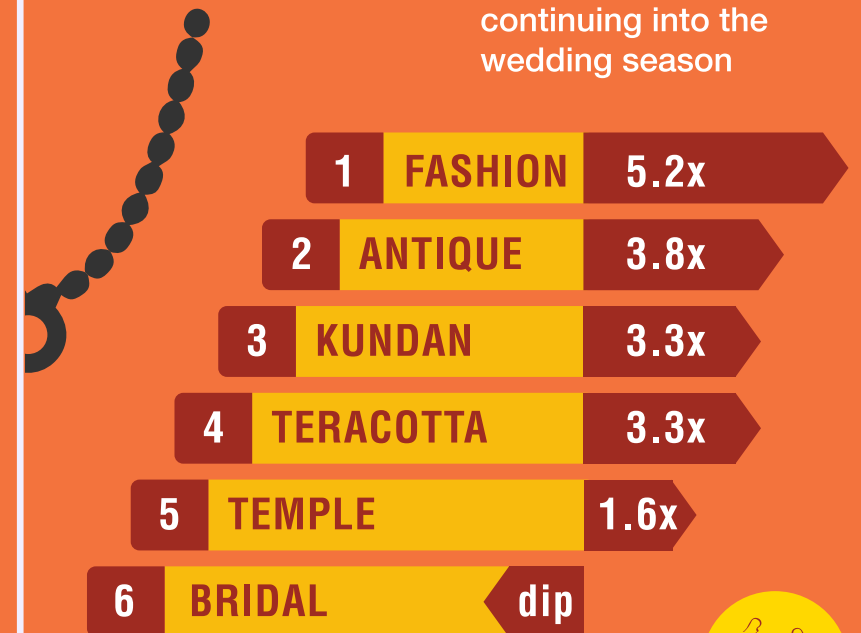


JEWELLERY

2014 saw the revival of statement pieces like Jhumkas, with search going up even now



Jewellery search volumes grew by nearly 3x times and reached a crescendo during Diwali, continuing into the wedding season



Swarovski and platinum showed a spike in search, indicating customers' rising appetite to buy premium jewellery online



Kundan continues to be a popular style. Other growth drivers are terracotta, fashion and antique jewellery



Leading trends are pumps, stilettos, followed by wedges and boots



The volume of searches grew by almost 100%, resulting in 2 points up the ranking this year vs. '13



Earcuffs emerged as one of the biggest trends from ramp to everyday fashion - its search volumes grew 5 times in 2014!



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FITNESS FURNITURE



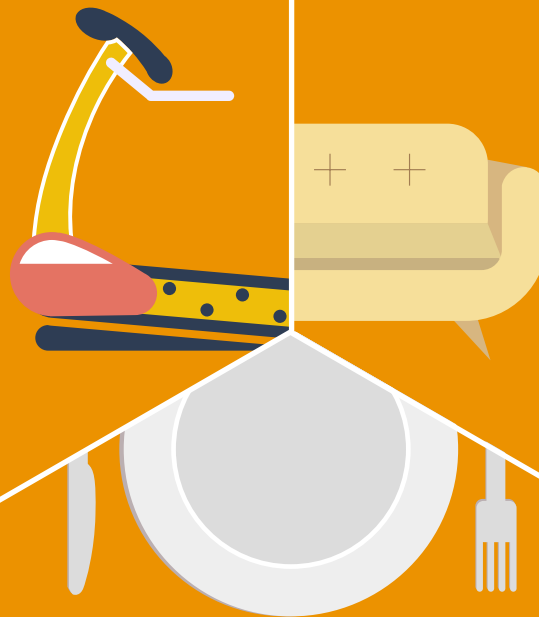
Gym/Fitness related trends spiked up higher than category average in 2014, in synch with growing health and fitness awareness in India



Customers are indeed transcending beyond the days of just treadmills and dumbbells; searches around relatively new-age equipment has perked up - elliptical, punching bags, crossfit grew by a whopping ~ 450%



Wearables were non-existent in 2013; searches around sports watches have begun to emerge and is expected to grow further in 2015



Category searches grew ~ 1.2X times. The top categories are Sofas, Beds and Wardrobes



Searches around wine racks, bar stools, swings and hammocks is on the rise



Popular furniture brands on Junglee are Mebelkart, Urban Ladder, Zansaar and Aapno Rajasthan



Food is a recently launched category showing very promising customer search results, with brands like Dabur, Maggi and Coke Zero being the top searched brands



Food connoisseurs searched mainly for gourmet products like green tea, olive oil; followed by dry fruits, honey and sweets

FOOD



Running shoes gained the biggest, and currently ranks amongst the top search key words in the category









Biggest growth was in the searches of patio / garden & outdoor furniture- which grew by 5X- disproportionately higher than category growth




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TOP BRANDS SEARCHED IN THE TOP CATEGORIES

 MOBILE PHONES	
1	
2	
3	
4	
5	

 AUTHORS	
1	Chetan Bhagat 
2	Sachin Tendulkar 
3	Dan Brown 
4	Sydney Sheldon 
5	Agatha Christie 

 BEAUTY PRODUCTS	
1	LAKMÉ
2	oriflame
3	AVON
4	MAC
5	MAYBELLINE

 PC & TABLETS	
1	
2	
3	
4	
5	

 HOME APPLIANCES	
1	
2	
3	
4	
5	

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SHOPPING
SEARCH TRENDS
REPORT



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