The Indian consumer internet market is expected to grow to $65 billion by 2017 with online travel agents stockpiling 30% of the market share.

The Indian consumer Internet sector saw a moderate annual growth of 29% in 2016 compared to 66% in 2015. It is forecasted to keep up its growth momentum and become a $65 billion industry by 2017, growing at a rate of 44% YoY.

While consumer Internet sector saw a moderate growth of 29% in CY’16, the investments in this industry saw a significant decline as compared to CY’15.

### Funding (in $ billion CY ’16)
- **E-tailing (Horizontals)**: $0.9, -40%
- **Cab Aggregators**: $0.3, -67%
- **Fashion**: $0.3, +10%
- **Alternative Lending**: $0.2, +400%
- **Ed Tech**: $0.2, +100%
- **Grocery**: $0.2, -33%
- **Food Tech**: $0.1, -50%
- **Hotel**: $0.1, -50%
- **3 PL**: $0.1, -67%
- **Furniture**: $0.1, -50%

### Sector performance (in $ billion CY ’16)
- **E-tailing (Horizontals)**: $12, +20%
- **Fashion**: $1.5, +200%
- **Alternative Lending**: $3.5, +17%
- **Ed Tech**: $2.5, +19%
- **Grocery**: $0.3, +127%
- **Food Tech**: $0.3*, +35%
- **Hotel**: $0.3*, +21%
- **3 PL**: $0.7*, +47%

*Annualized on the number of units per day

Represents performance in comparison with CY’15

### Future outlook (w.r.t overall CI sector)
- **High Growth**: Green
- **Positive**: Yellow
- **Moderately Positive**: Orange

Source: Red Seer Analysis