



RETAIL TRACKER

How is Adidas Faring on Indian E-commerce?

Mapping Adidas products across leading e-commerce retailers in India in 2017.

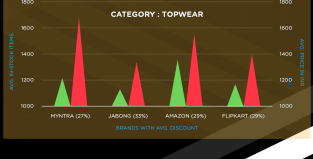
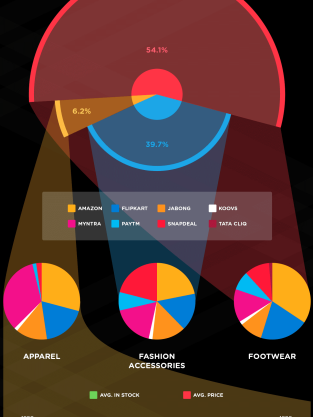
	Footwear	Topwear	Bottomwear
Most In-Stock	amazon	amazon	MYNTRA.com
Most Discounted	flipkart.com	JABONG	snapdeal
Highest Out-of-Stock	amazon	MYNTRA.com	MYNTRA.com
Lowest Avg. price	TATA CLIQ	snapdeal	snapdeal
Highest Avg. price	amazon	amazon	KOOVS



E-commerce contributed 25% to Adidas India's total revenue in FY17.

Category Analysis Jan 2017-Jun 2017

APPAREL FASHION ACCESSORIES FOOTWEAR



INSIGHTS

Footwear

- Flipkart** gives the maximum discount on Adidas shoes: An average of **84%** footwear products were discounted.
- Amazon** sold out the maximum number of Adidas Footwear. **5%** of its catalog was **Out-of-Stock**.
- Amazon** had the largest inventory of Adidas footwear. **Average in-stock items** were **60%** more than **Flipkart** and **Myntra** combined.
- 80%** of sports & athletic footwear were Out-of-Stock on **TATA Cliq**.
- Lowest average price:** i. **Snapdeal** ii. **TATA Cliq** iii. **Paytm**

Apparel

Category : Topwear

- Myntra, Jabong, Flipkart, Amazon** have stocked, discounted, priced their products very closely.
- An average **9%** more discount on **Flipkart** compared to **Myntra**.

Category : Bottomwear

- An average of **46%** discount was seen on **90%** of **Paytm & Snapdeal's** catalog.

GAPS

- TATA Cliq** has 0 products in Apparel category.

Top Retailers Driving Adidas Sales Online

