

# Retailer Trends:

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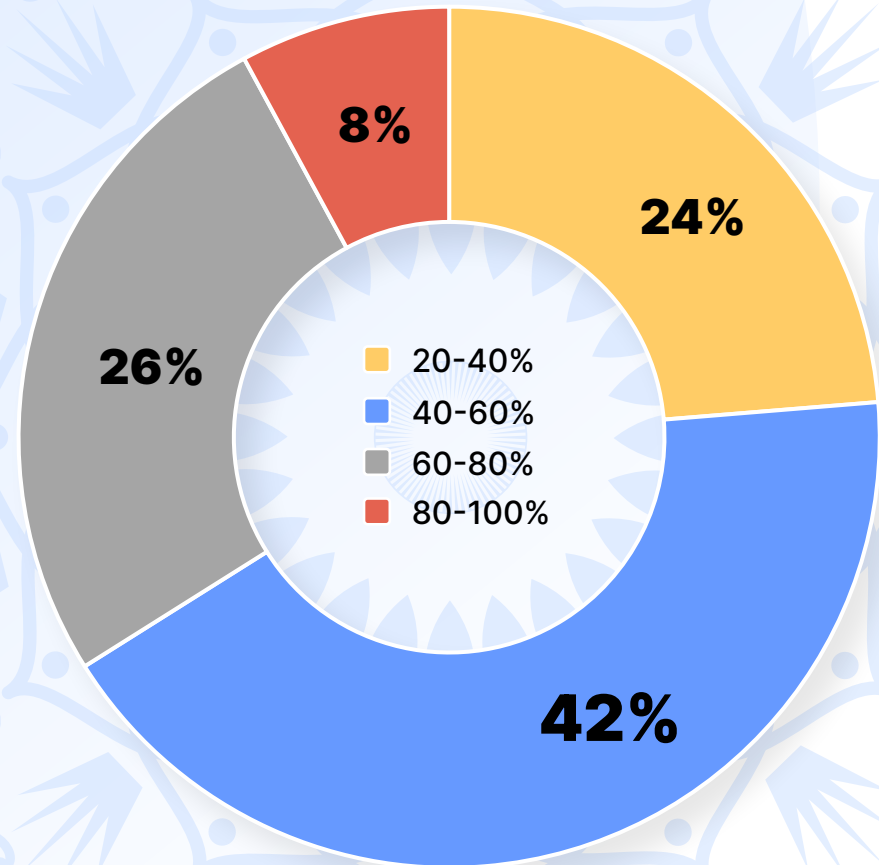
## Festive Edition 2022

Solv, a B2B e-commerce platform for micro, small and medium enterprises (MSMEs) which recently raised US\$40 MN in Series A funding led by SBI Holdings conducted a survey of MSME retailers across 300+ Tier 1-6 cities to understand how they prepare for increased demand during the festive season, their financing preferences, adoption and experience of B2B e-commerce platforms for ordering and delivery, and other aspects of their business.

## INSIGHT 01

### Stocking 40% More During the Festive Season

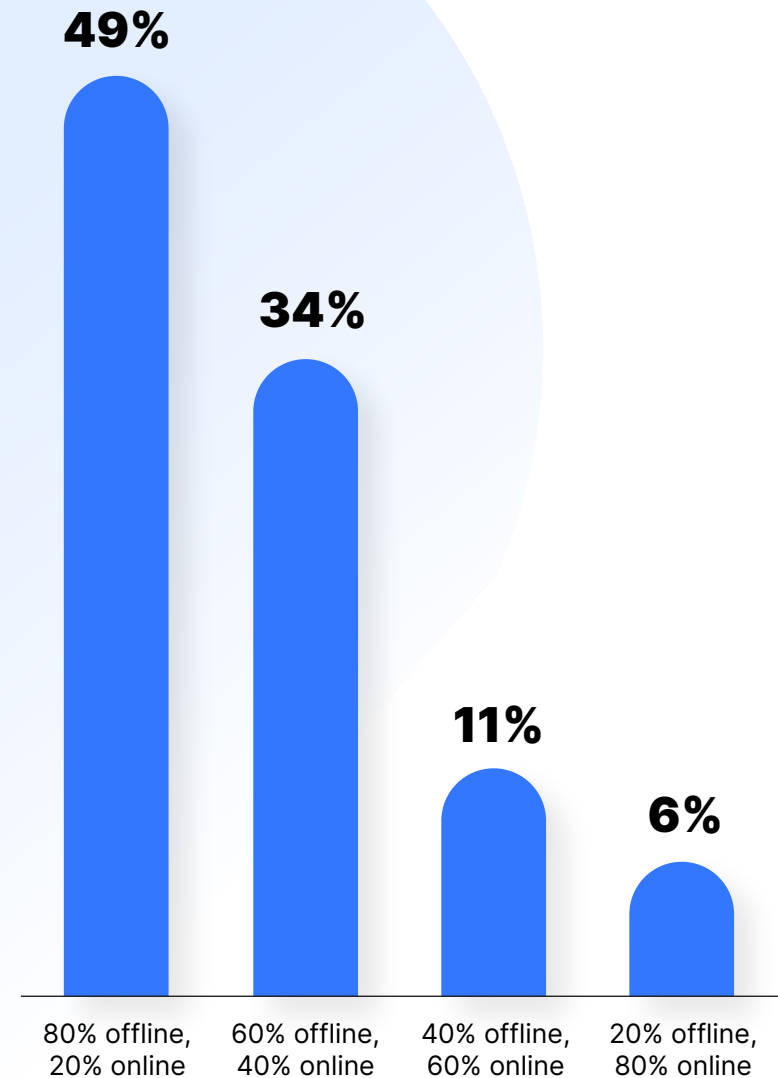
Festive season for retailers means huge demand and heavy competition. And clear winner to ride through this wave would be the one who is prepared with more stocks. Our survey findings validated just that, almost 70% of our respondents indicated that they prefer to stock at least 40% more than what they usually stock during non-festive season.



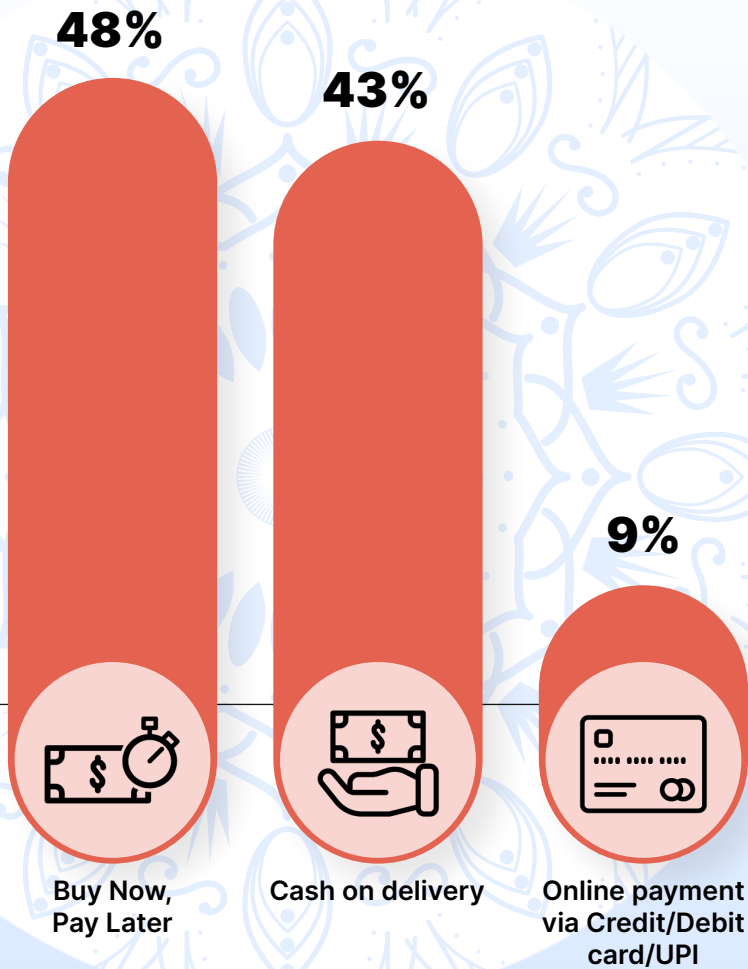
## INSIGHT 02

### Online v/s Offline

Retailers, since a long time before covid happened, had been stocking from offline sources. But the occurrence of a pandemic and deep penetration of technology over the years, have encouraged them to try online channels as well. As a result of which, 83% of our total responders stated that they buy 20-40% of their stocks online.



## INSIGHT 03



## Payment Preference

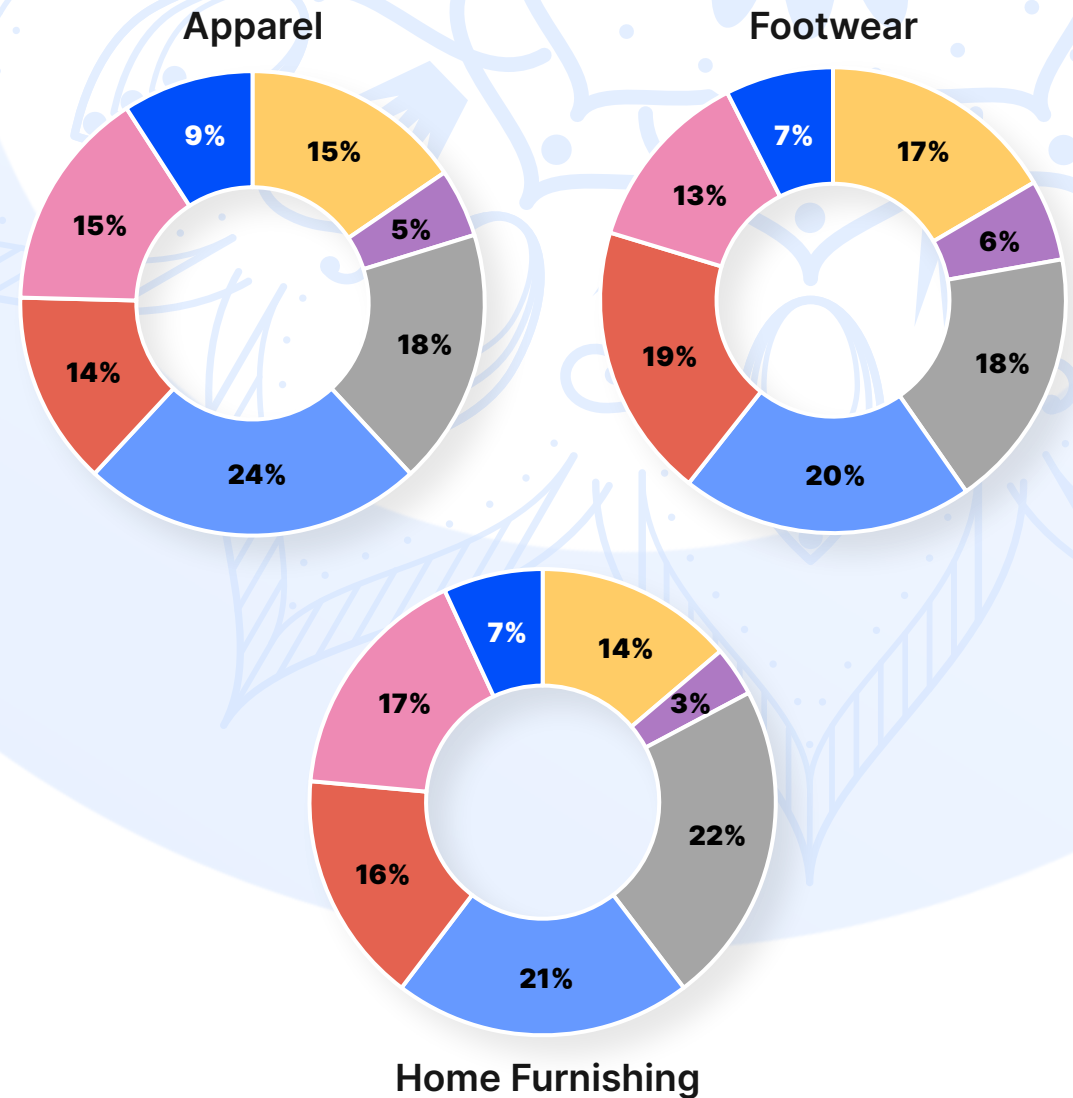
Almost 48% of the retail touchpoints said that Invoice Financing is most convenient for them as a payment option. 43% respondents still favour COD and the preference for card payment is still very less. But it was intriguing to see Invoice Financing taking a lead in the preferred mode of payment for buyers.

## INSIGHT 04

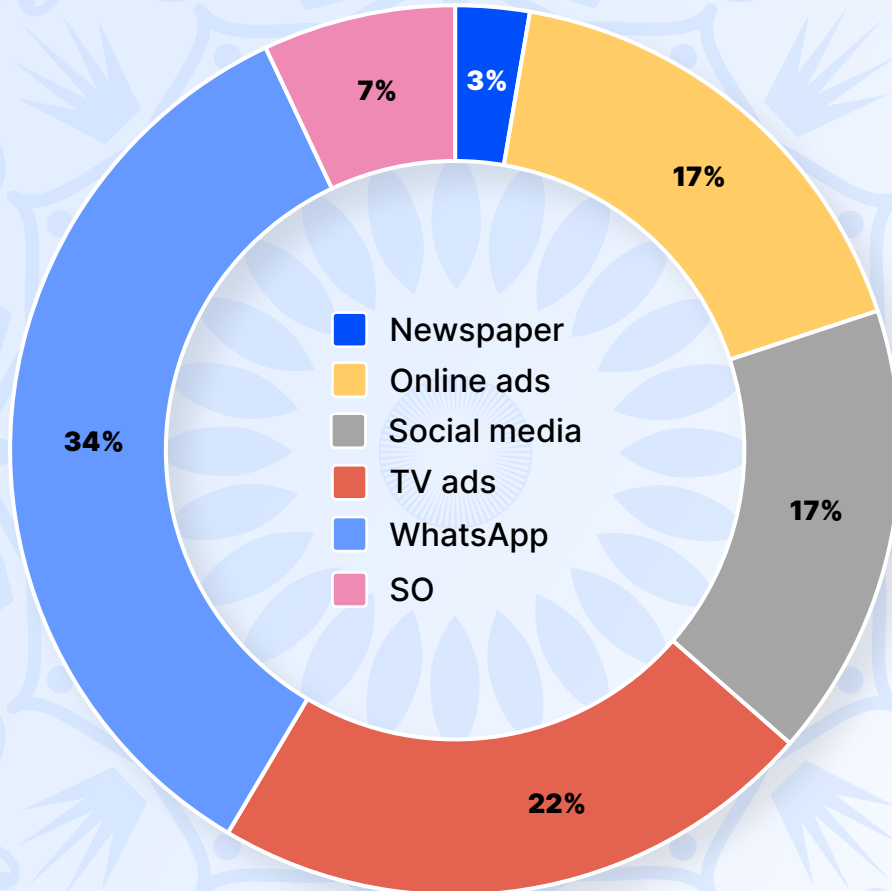
### Shopping Experience at Solv

Apparel and Footwear Retailers consider 'Credit Payment Options' provide by Solv as it's most beneficial feature. However, For retailers under Home Furnishing Category, 'Timeliness of Doorstep Delivery' is a game changer, which is then again followed by 'Credit Payment Options'.

- Return process
- Exchange process
- Timeliness of doorstep delivery
- Credit payment options
- Product variety
- Customer service
- App user interface



## INSIGHT 05



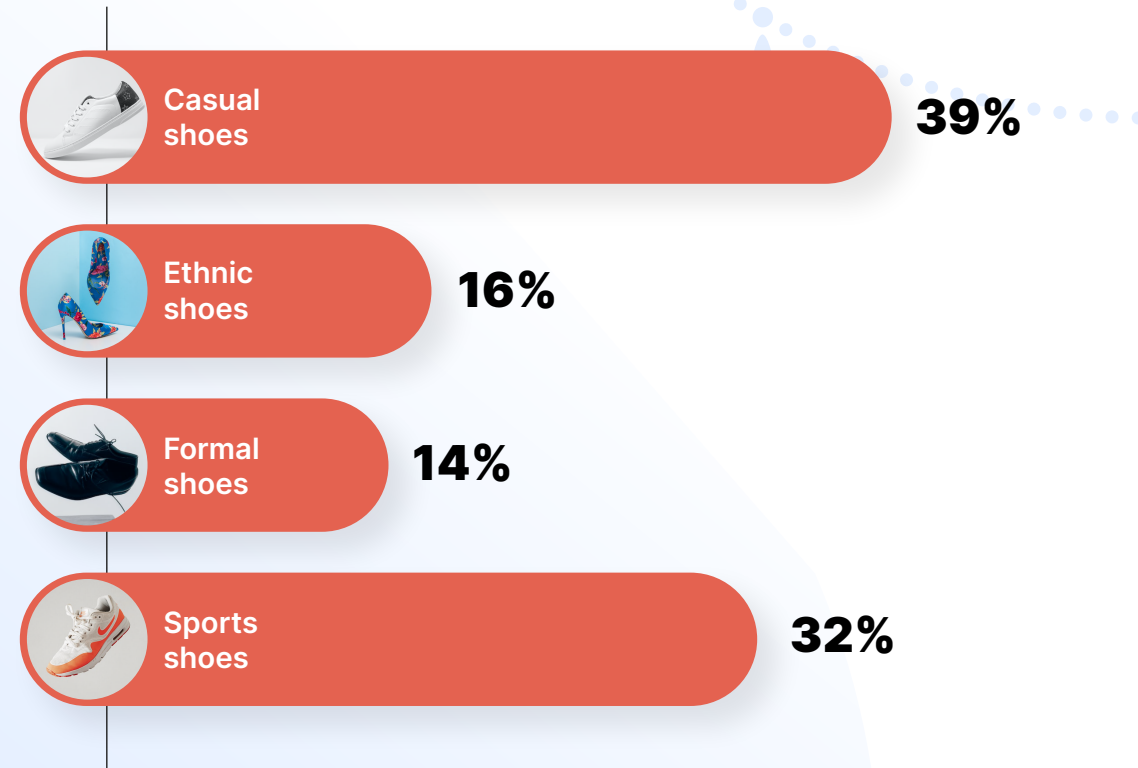
### Informing Customers

Connecting to customers is not a trouble anymore. There are multiple ways in which brands are getting discovered and are reaching out to their target groups. Almost 34% of the retailers who took our survey are discovering about brands of their interest through WhatsApp. This was interesting to see, as WhatsApp seems to have topped TV Ads which has been a major source of Brand communication over the years.

## INSIGHT 06

## Best Selling Footwear Category During Festive Season

India is steadily becoming health-conscious, and sportswear are no longer a utility only for sportsperson. Irrespective of age, gender, demographic or in the case of our survey 'festive season', Indians are enthusiastically buying sports shoes. It could be the comfort or versatility of sports footwear, but the result of our survey said that customers would like to buy these more rather than the Ethnic or Formal Footwear

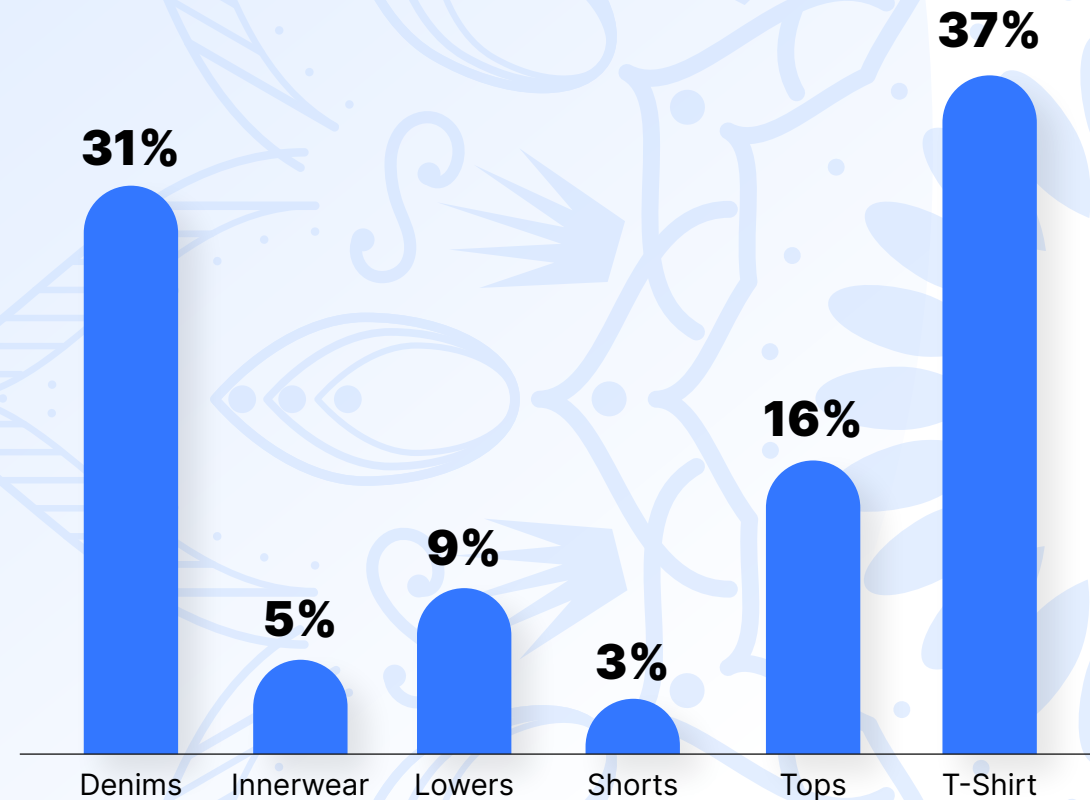




## INSIGHT 07

### Most-bought Apparel Category

37% of the respondents stated that their most bought category of apparel is T-shirt, which is followed by Denims (31%). This could either be because these are the best-selling categories for them, or these categories benefit them by providing higher margins.







Solv is India's trusted B2B e-commerce platform - a pureplay marketplace with 250,000+ KYC verified micro, small & medium enterprise (MSME) customers that offers India's MSME sector an open and inclusive trade ecosystem across the entire value chain. The platform facilitates connections and negotiations with verified sellers and buyers, door-step pick-up and delivery of goods, timely and easy access to finance as well as simplified business support functions and shape success for 63 MN+ MSMEs across the country.