

DATA REPORT

Conversion Rate Benchmarks for Indian Startups (2026)

Key insights and actionable frameworks



Key Numbers

0.8%

D2C E-commerce Metric Poor Below Average Average G

1.1%

D2C E-commerce Metric Poor Below Average Average G

1.8%

D2C E-commerce Metric Poor Below Average Average G

3.0%

D2C E-commerce Metric Poor Below Average Average G

3%

D2C E-commerce Metric Poor Below Average Average G

5%

D2C E-commerce Metric Poor Below Average Average G

Why India-Specific Conversion Benchmarks Matter

Indian user behaviour introduces several unique dynamics that influence conversion performance. Mobile traffic accounts for 75–85 percent of website visits, significantly higher than the global average of around 60 percent. Payment preferences such as UPI and Cash on Delivery (COD) create different

Conversion Rate Benchmarks by Vertical

D2C E-commerce Metric	Poor	Below Average	Average	Good	Excellent	Overall
Conversion Rate	<0.0%	0%–3%	3%–5%	5%–8%	8%–12%	12%+
Add-to-Cart Rate	<3%	3%–5%	5%–8%	8%–12%	12%+	<25%
Cart to Checkout Completion	<40%	40%–55%	55%–70%	70%–80%	80%+	80%+
Cart Abandonment	80%+	72%–80%	65%–72%	55%–65%	<5	

Conversion Rate Benchmarks by Traffic Source

Traffic Source Average CR Best-in-Class CR Organic Search 2–3. 5% 6–10%
Google Search Ads 2. 5–3% 5–8% Direct Traffic 3–5% 8–12% Email Marketing
2.

Conversion Rate Benchmarks by Device

Device Average CR Good CR Traffic Share Desktop 2. 5–4% 5%+ 15–25%
Android Mobile 1–2% 3%+ 60–70% iOS Mobile 1. 5%+ 10–15% Tablet 2–3%
4%+ 2–5% Key insight: Desktop conversion rates are 2–3x higher than mobile
in India due to slower connections and weaker mobile UX.

Conversion Rate Benchmarks by Funnel Stage

Funnel Stage Average Drop-off Good Drop-off
Landing Page → Engagement 55–70% 35–50%
Engagement → Intent 60–75% 40–55%
Intent → Cart/Form 40–55% 20–35%
Cart → Checkout 30–45% 15–25%
Checkout → Purchase 20–35% 10–18%.

How to Use These Benchmarks

Identify Your Current Position Compare your current conversion metrics with industry averages. Metrics falling in the poor or below-average category should be prioritized for optimization. Calculate Revenue Opportunity
Revenue Opportunity = Monthly Visitors × (Target Conversion Rate – Current Conversion Rate)

Conclusion

Conversion rate benchmarks provide essential context for evaluating digital performance. Without benchmarks, startups may misinterpret their metrics and overlook major revenue opportunities. By comparing performance against industry averages and identifying drop-off points in the funnel, companies c

Frequently Asked Questions

Why are Indian conversion rates often lower than global averages? Higher mobile traffic share, price-sensitive consumers, and slower internet speeds contribute to lower overall conversion rates compared with Western markets. How often should startups benchmark conversion rates? Operational metrics s

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