

India's E-commerce Hiring Surges 35% in the last 2 years: Reports CIEL HR

~Overall talent demand during 2025 is higher than 2023 by 35% across e-commerce and quick commerce~

~Technology and engineering roles expand more than threefold, emerging as the core hiring priority~

National, 26th March 2026: India's e-commerce and quick commerce sector is entering a **capability-led hiring phase** where workforce strategy is increasingly being defined by **engineering capability, execution speed and digital infrastructure**. According to talent insights released by **CIEL HR**, overall **talent demand across the sector** has grown by **35%**, rising from **73,320 roles** in **2023** to nearly **98,750 roles** in **2025**. This growth is also accelerating a structural shift in hiring, as e-commerce companies move beyond expansion-led recruitment to build deeper capability in platform resilience, fulfilment precision and AI-enabled customer experience,

The strongest **shift** is visible in **technology and engineering**, where **demand** has expanded **more than threefold over the last two years**. **Software Development Engineers, DevOps Engineer, Solution Architect and AI & ML Engineers** have emerged as the **core talent priorities** as **digital commerce** players invest in **recommendation engines, chatbots, warehouse automation, payments architecture and platform stability**.

Even as digital capability becomes central, **operational hiring continues** to remain significant to drive revenue growth. **Supply chain and fulfillment demand** has **risen** by **25%** over the same period. Warehouse managers, fulfilment planners, city operations leads, inventory controllers and supply chain executives now sit at the centre of growth, especially as quick commerce expands deeper into Tier 2 and Tier 3 cities of India, where execution reliability increasingly determines customer retention.

Commenting on the findings, **Mr Aditya Narayan Mishra, Managing Director and CEO, CIEL HR**, said: *"India's digital commerce sector is entering a new workforce phase where engineering depth, operational agility and execution precision are becoming the strongest indicators of business competitiveness. Organisations are designing talent models that combine specialised technology capability with highly responsive frontline execution, because sustainable growth now depends on how intelligently both layers work together."*

A clear compensation premium is emerging around advanced digital capability. **AI and machine learning specialists** are **earning 30 - 40%** more than conventional technology roles, while **GenAI and LLM specialists** command premiums of **15 - 20%**. **Senior NLP and computer vision professionals** with approx 5 years experience are now reaching compensation levels of up to **₹50 lakh annually**, signalling that **specialised digital talent** is becoming one of the most strategically priced capability pools in Indian commerce.

CIEL HR notes that workforce **transformation** is equally visible at the **frontline**, where **gig labour** has become the **largest execution layer of digital commerce**. India's gig workforce has crossed 12 million in 2025 and is projected to reach 23.5 million by 2030, with more than half engaged in e-commerce and quick commerce delivery, dark-store fulfilment and hyperlocal logistics. This scale is now being supported by a far more mature HR technology backbone: app-based onboarding, instant KYC, digital background verification, microlearning modules and mobile-first workforce management platforms are reducing activation timelines to as little as 24 to 48 hours. As companies expand into new consumption markets, HR tech, continuous learning and workforce compliance are becoming as critical as hiring itself in sustaining growth.

Other Key Findings

1. Nearly half of incremental hiring demand is now concentrated in technology, product and operations roles, indicating a structural shift from customer acquisition-led hiring toward platform capability and fulfillment-led workforce design.
2. Bengaluru and Hyderabad continue to anchor platform engineering and AI data operations, while Chennai is emerging as a product and experience support hub with growing demand in product management, UX and analytics-linked roles.
3. Gig earnings have increased by ~28% in two years, with average monthly income rising from ₹18,000 in 2023 to ₹23,000 in 2025, while high-utilisation workers in peak demand windows are now earning above ₹40,000 per month.

Methodology:

This e-commerce and quick commerce talent intelligence study was conducted in Jan'26 by analysing 50+ companies spanning large marketplaces, quick commerce platforms, D2C brands and ecosystem enablers operating in India.

Job Analysis is done by analysing demand signals from a large global talent demand dataset of over 400 million records, with a focus on India-based e-commerce and quick commerce organisations.

About CIEL HR

CIEL HR is India's only company offering a complete suite of tech-driven HR solutions, covering the entire employee lifecycle. With 83 offices across 41 locations and more than 1371 employees, CIEL has served 5000+ companies as of March 2025.

Our HR Services

- Exec Search, Selection, RPO, Value Staffing, NAPS & NATS by CIEL HR
- Professional IT & Engineering Staffing by CIEL Technologies
- HR Advisory by Ma Foi Strategic Consultants, People Metrics
- HR Managed Services (payroll/compliance/HR Process outsourcing) by Ma Foi
- Skilling by CIEL Skills & Careers
- Background Verification by Vibrant Screen

Our HR Tech Platforms

- Talent Assessment & Development by Jombay, Thomas Assessments
- Talent Engagement by Jombay
- HRMS by Hfactor
- Learning Solutions by Courseplay
- Statutory Compliance by eZYCOMP
- Fresher Upskilling by ProSculpt
- Automated Background Verification by Vibrant Screen