

India Retail Report Q1 2016

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Abstracts

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BMI View: Improving income levels in India, combined with the second largest population in the world, mean a potentially huge market for retailers as household spending will reach USD1,772bn by 2019. There are still limitations to the country's market, as much of the infrastructure remains poor, and the household income per capita is still small, while the majority of the population lives in rural areas. Two growing sectors that retailers should consider are clothing and footwear as the young urbanites become more fashion conscious and e-commerce which is growing with greater internet penetration.

India's economy is one of the fastest growing in the world. Indeed, in Q215 the country's economy grew at a rate of 7.0% equalling China, which it had outpaced for two of the previous three quarters, as it looks set to take advantage of its democratic dividend and become one of the largest economies in the world. Future predictions are also very healthy as Prime Minister Narendra Modi looks to push on and keep up the rate of growth by encouraging foreign direct investment (FDI) into the country, particularly trying to encourage growth in the manufacturing sector which has a lot of room to grow and where it generally is behind its competitors such as China. India's economy is being driven by its huge population, the second largest in the world at 1.31bn, which has the added benefit of being largely of young working age, providing a large work force. The result is that the Indian economy is expected gain substantially over the next five years and beyond.

Contents

BMI Industry View

SWOT

Political

Economic

Industry Forecast

Headline Retail Forecast

Table: Total Household Spending (India 2012-2019)

Table: Retail Sector Spending, % Of Total (India 2012-2019)

Table: Retail Sector Spending, % of GDP (India 2012-2019)

Table: Headline Retail Sector Spending (India 2012-2019)

Retail Sector Forecast

Food, Drink & Tobacco

Table: Food, Drink & Tobacco Spending (India 2012-2019)

Clothing & Footwear

Table: Clothing & Footwear Spending (India 2012-2019)

Household Goods

Table: Household Goods Spending (India 2012-2019)

Personal Care

Table: Personal Care Spending (India 2012-2019)

Household Numbers and Income Forecast

Table: Household Income Data (India 2012-2019)

Table: Labour Market Data (India 2012-2019)

Demographic Forecast

Table: Total Population (India 2012-2019)

Table: Population: Babies (India 2012-2019)

Table: Population: Young Children (India 2012-2019)

Table: Population: Children (India 2012-2019)

Table: Population: Young Teens and Older Children (India 2012-2019)

Table: Population: Young People (India 2012-2019)

Table: Population: Older Teenagers (India 2012-2019)

Table: Population: 21yrs + (India 2012-2019)

Table: Population: Young Adults (India 2012-2019)

Table: Population: Middle Aged (India 2012-2019)

Table: Population: Urban (India 2012-2019)

Macroeconomic Forecasts

Economic Analysis

Table: Agriculture Weakening, Manufacturing & Services Providing Support

- Table: Economic Activity (India 2010-2019)
- Industry Risk Reward Ratings
- Asia Risk/Reward Index
 - Table: Asia Pacific Retail Risk/Reward Index, Q116
- Industry Risk/Reward Index
- Rewards
- Risks
- Market Overview
- Competitive Landscape
- Department Store Groups
- Mass Grocery Retail (MGR)
- Fashion
- Glossary
- Methodology
- Industry Forecast Methodology
- Sources
- Risk/Reward Index Methodology
 - Table: Retail Risk/Reward Index Indicators
 - Table: Weighting Of Indicators

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