

# Indian Footwear Market: Trends & Opportunities (2012-2017)

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## Abstracts

Over the past few years the Indian retail industry has significantly grown and caught the attention of many global investors. Foreign direct investment (FDI), globalization and liberalization have accelerated the growth of Indian retail. India has low organized retail penetration of about 5%. The modern retail is growing in a double digit with plethora of opportunities to explore. Retail segment is segregated into many categories like Food and grocery, consumer electronics, Apparel, jewellery, furnishing and furniture etc. One of the growing categories is the footwear market which holds immense business opportunities.

The Indian footwear market is segmented between organized and unorganized segment. The organized segment caters to about 1/3rd of the market while the remaining market is fetched by small unorganized players. The organized sector is represented by major domestic and international players like Bata, Liberty, Adidas, Metro Etc and the unorganized segment comprises of small cottage industry based manufacturers. With increased household income, shifting consumer behavior from saving to spending and modern lifestyle, the organized retail in footwear market is rapidly evolving and expected to grow at a higher rate in the future. The market is further segmented into men, women and Kid's segment. At present the women's segment is primarily catered by the unorganized players but factors like increase in number of working women and urbanization are expected to drive the purchases from this segment.

The rural market of India is still largely untapped for footwear manufacturers. Companies should reposition themselves and launch specific product and price ranges to expand their presence and increase their consumer base.

The report analyzes the Indian footwear market, specifically the organized segment of the footwear market. Growth of the industry is being seen in the context of the growth of the organized retail market. Various factors expected to drive growth of the footwear market has also been assessed in the report. In order to understand the dynamics of the industry, the market has been segmented by consumers – men, women and kids. The major players of the industry have also been analyzed in the report.

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