

# Organized Food Retailing in India - SWOT Analysis

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## Abstracts

### Overview

Retail is being hailed as India's industry of the future, incited by the country's huge urban middle class population and the on-going consumption boom. India has one of the fastest growing retail markets in the world. The Food & grocery segment is the largest retail category and accounts for ~69% of the total retail market. The organized food retailing has the highest share in overall organized retail market.

With changing lifestyles, increasing disposable income, urbanization and increasing no. of malls, there is huge potential for organized food retail sector to grow in India. Organized retail is a new phenomenon in India and despite the current downturn in the market, the industry is growing exponentially, as economic growth lifts more of Indians into the comfortable consuming classes and rising awareness pushes the consumers at the doors of organized retail. Also, retailers' innovation to pull the shoppers in will help the industry derive growth.

We have estimated the industry to grow at a CAGR of 30% till 2015 and would be soaring to new heights. Indian organized food retail currently pegged at USD 9 billion in 2011 will jump to reach USD 26 Billion by 2015.

### Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

### **Reasons to buy**

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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### OVERVIEW

### SWOT ANALYSIS

#### STRENGTHS

1. Largest share in Retail
2. Large customer base
3. Huge Agricultural Production
4. Ample availability of retail space in India

#### WEAKNESSES

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1. Lack of trained workforce
2. Lack of adequate infrastructure
3. High capital, lower margins
4. Largely Unorganized and fragmented

#### OPPORTUNITIES

1. Surge in disposable incomes
2. Rising Middle Class
3. Surge in Credit/Debit Card Usage
4. Rising Urban population
5. Foreign Direct Investment in retail

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