

# Organized Retail Industry in India (2011-2015)

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## Abstracts

### Executive summary

Retail Industry in India, contributing over 10 per cent to the country's GDP and accounting for around 8 per cent of the employment, is the largest among all the industries. Over the years, it has come forth as one of the most dynamic and fast paced industries.

### Trends in the Industry

Emergence of innovative retail formats

Online retail

Rural Retail

Integration of various business strategies

More than 95 per cent of the Indian retail sector falls in the unorganized sector category. Organized retail is expected to grow from 5-6 per cent to 14-18 per cent of the total retail market by 2015.

Organized retail sector's penetration level is 85 per cent in US, 80 per cent in France, 66 per cent in Japan, 20 per cent in China and, merely 5-6 per cent in India. This confirms that India is at an early stage of evolution in the organized retail space and has a huge growth potential.

### Scope of the report

Organized Retail Industry in India at a glance

Emerging trends in the industry like rural retail, online retail, emergence of innovative retail formats and integration of various business strategies

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

### **Reasons to buy**

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

## Contents

### TABLE of CONTENTS

#### **1. OVERVIEW**

##### 1.1 STRUCTURE OF THE INDUSTRY

##### 1.2 Retail Market- Formats

##### 1.1.3 Market Segments

#### **2. DEMAND SUPPLY SCENARIO**

#### **3. INDUSTRY GROWTH DRIVERS**

##### 3.1 Low Organized Retail Penetration

##### 3.2 Growing retail space

##### 3.3 Increasing availability of credit

#### **4. EMERGING TRENDS IN THE INDUSTRY**

##### 4.1 Online Retailing

##### 4.2 Rural Retailing

##### 4.3 Integration of various business strategies

##### 4.4 Private Labeling

#### **5. GOVERNMENT REGULATIONS & INITIATIVES**

#### **6. SWOT ANALYSIS**

##### 6.1 Strength

##### 6.1.1 Increasing middle class

##### 6.1.2 Technology

##### 6.3.3 Low cost of operations

##### 6.2 Weakness

##### 6.2.1 Low conversion level

##### 6.2.2 Shortage of skilled manpower

##### 6.2.3 Lack of Industry Status

##### 6.2.4 Supply chain

##### 6.2.5 Policy induced barriers

- 6.3.1 Rural Retail
- 6.3.2 Tier II and Tier III cities
- 6.3.3 Specialty Retail
- 6.3.4 Disposable Income
- 6.4 Threats
  - 6.4.1 Unorganized Retail
  - 6.4.2 Complex taxation system
  - 6.4.4 Macro economic factors
  - 6.4.5 Real Estate Issues
  - 6.4.6 Competition

## **7. PORTERS 5 FORCES**

- 7.1 Bargaining power of buyers
- 7.2 Bargaining power of suppliers
- 7.3 Threat of substitutes
- 7.4 Rivalry among existing players
- 7.5 Threat of new entrants

## **8. KEY PLAYERS**

- 8.1 Pantaloon Retail Ltd.
- 8.2 Shoppers Stop Ltd.
- 8.3 Trent Ltd.

## **9. THE HERFINDAHL-HIRSCHMAN INDEX**

## **10. INDUSTRY PERFORMANCE**

## **11. FORECAST**

## **12. ANNEXURE**

### List of Tables and Figures

- Figure 1 Retail Market size (US\$ bn, 2011-2020E)
- Figure 2 Organized & Unorganized retail market size (\$bn, 2011-2020E)
- Figure 3 Contribution to GDP (% , 2011)
- Figure 4 Contribution to employment (% , 2011)
- Figure 5 Organized & unorganized market share (% , 2011)

- Figure 6 Organized & unorganized market share (% , 2015E)
- Figure 7 Market Segments (% share, 2011)
- Figure 8 Segment Penetration (% , 2011)
- Figure 9 Confluence of modern & traditional retail
- Figure 10 % of retail companies
- Figure 11 Penetration of organized & unorganized retail (% , 2011)
- Figure 12 Investment plans of retailers (\$bn)
- Figure 13 Organized Retail penetration (%)
- Figure 14 Organized retail market space (mn sqft, 2010-2012E)
- Figure 15 No. of credit cards (mn, 2010-2015E)
- Figure 16 Online Retailing (\$mn, 2011-2015E)
- Figure 17 Rural Retailing
- Figure 18 Retailer's depth of Private Labeling (2011)
- Figure 19 Middle class households (mn, 2012- 2026E)
- Figure 20 Labor cost per person (\$ p.a, Asian countries)
- Figure 21 City wise retail penetration (% , 2006-2011)
- Figure 22 Per capita income (INR, 2006-2015E)
- Figure 23 Lease rentals (% of sales, 2005-2010)
- Figure 24 Pantaloon Retail (Retail Formats)
- Figure 25 Shoppers Stop (Retail Formats)
- Figure 26 Trent Ltd. (Retail formats)
- Figure 27 Market Concentration
- Figure 28 Global retail development index (2011)
- Figure 29 Profile of retail companies
- Figure 30 Credit profile of retail companies
- Figure 31 Per Capita GDP Growth (2005-2025E)
- Figure 32 Per capita GDP growth (India)
- Figure 33 World urbanization trends
- Figure 34 Formats/channels of organized retail
- Figure 35 Change in composition of PFCE (% , 2000-2022)
- Table 1 New organized retail stores (2007-12)
- Table 2 Negotiating Leverage of Buyers
- Table 3 Negotiating Leverage of Suppliers
- Table 4 Threat of Substitutes
- Table 5 Degree of Rivalry
- Table 6 Threat of New Entry
- Table 7 Pantaloon Retail financial snapshot (\$mn, FY09-11)
- Table 8 Shoppers Stop financial snapshot (\$mn, FY10-12)
- Table 9 Trent financial snapshot (\$mn, FY10-12)

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