

# **Organized Retail Industry in India (2011-2015)**

https://marketpublishers.com/r/O15A2A86719EN.html

Date: July 2012

Pages: 53

Price: US\$ 500.00 (Single User License)

ID: O15A2A86719EN

# **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



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