

Organized Retail Industry in India – SWOT Analysis

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Abstracts

Overview

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.

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

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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