

Opportunities in the Retail Industry in India

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Date: October 2012

Pages: 30

Price: US\$ 800.00 (Single User License)

ID: O6BEF71B6B8EN

Abstracts

Executive Summary

The Indian retail industry is characterized by a high fragmentation, wherein organized retailing is still at a nascent stage. The global economic environment had a major impact on the Indian retail sector, as consumers started reassessing their shopping priorities. However, the sector has managed to witness growth, with India being touted as the 5th most favorable destination for international retailers. As part of its efforts to enhance the growth of this sector, the Indian government recently permitted FDI of up to 51% in multibrand retailing with prior Government approval and 100% in single brand retailing. The growth of the retail sector is also being supported by the emergence of various online retailers that represent a huge potential in the Indian market.

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Our report 'Opportunities in the Retail Industry in India' highlights the structure and performance of the Indian retail market, analyzing the recent initiatives undertaken by the key players in the industry's ecosystem. It also studies the emerging trends and growth drivers in this market, along with the challenges being faced by the sector. The report profiles the key players in the market.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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