

Industry Insight

# Indian Hypermarkets

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## SYNOPSIS

Indian hypermarkets constitute 1.99% of the total organised retail and the segment was estimated at INR7.28 billion during 2005-06, growing by 37.21% over 2004-05. Retail is India's largest industry, accounting for over 10% of the country's GDP and around 8% of the employment. Indian retail industry size was estimated at INR10,754.21 billion in 2005-06, out of which the organised retail contributed about 3.41% or INR366.21 billion.

Indian hypermarket industry is more vibrant than ever, with major industry players vying for their share in the retail segment. The size and share of Indian hypermarket is expected to increase in the coming years, given the strong macro-economic performance, favourable consumption pattern due to growing personal disposable income, rapid development of Tier II and III cities, availability of quality retail space and recent entry of big industrial houses into retailing with focus on large store formats.

The report on 'Hypermarket' covers industry overview and size of retail market, market size and cost structure of hypermarket, growth drivers, critical success factors, major players (2 existing and 3 emerging), 5-force analysis of hypermarket projects, SWOT analysis of the segment and future outlook.

The report will be useful to business analysts, consultants engaged in retail industry, industry houses aspiring for investment in retail segment, other investors, global companies interested in future growth of the retail segment and all those who want to analyse the growth of this fast-growing retail segment in India.

The report has 96 pages and is organised into 11 chapters, 18 figures, 8 tables and 2 annexure (bibliography and abbreviations used).

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