

Industry Insight  
*Indian Retail Industry*

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**Cygnus**

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## PREFACE

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before.

The sector is at an inflexion point where the growth of organised retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. Organised retail is on all time high in India. The growth is boosted by various factors such as availability of professional practices, media proliferation, various brands which are gaining value thereby enhancing industry growth, availability of various funding options, regulations like VAT implementation to make processes simple, sea change in demographics of country and international exposure.

This report is structured into three major parts. First part comprises of Executive Summary and highlights of the retail sector. Second part consists of 12 chapters which includes an introduction and discusses vital topics in retail industry like A Brief Overview of Global Retail Industry, Indian Retail Industry, Organized Retail Formats in Indian retail, Food Retail in India, Apparel Retail in India, Growth Drivers of Indian Retail, Technology implications, Issues & Challenges faced by the sector, Critical Success Factors, Regulations and Policies and Future Outlook of the industry. The third and final part consists of supporting literature in the form of Annexure.

This report will be useful to entrepreneurs interested in getting insights of retail industry for doing direct and indirect business in the sector, management consultants, banks evaluating retail sector proposals, investors who are interested in this sunrise sector, retail professionals for getting larger picture of the sector. Last but not the least this report can also be useful for educational institutions imparting courses in retail management.

**No of Pages:100**

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