

Supermarkets in India

Market Direction | 2024-03-20 | 32 pages | Euromonitor

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Report description:

Even after already rebounding to the pre-pandemic level of value sales as early as 2021, supermarkets saw double-digit current value growth in India in 2022, and this trend continued in 2023. Outlet numbers also maintained their growth trend. Supermarkets have tended to focus on value and freshness as differentiating factors to attract consumers. There is greater space allocation for everyday groceries, often with daily discounts, and they ensure that stock is replenished every day to maintain f...

Euromonitor International's Supermarkets in India report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Supermarkets market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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