



A STUDY OF GROWTH AND OPPORTUNITIES IN INDIAN RETAIL SECTOR

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Abstract:

The retail sector has played a very vital role throughout the world in increasing productivity of consumer goods and services. It is also second largest industry in US in terms of numbers of employees and establishments. India is the second one country in Population. Nearly more than 70% of total population is middle class. Due to this nature of the society results in boosting retail market in India. Now in current scenario India is the fifth largest preferred destination in World. Retailing in India constitutes one of the key elements of Indian Economy and contributes 10% of GDP.

Keywords: FDI, GDP, Retailing Sector, E-Commerce etc.

Introduction:

India is the second one country in Population. Nearly more than 70% of total population is middle class. Due to this nature of the society results in boosting retail market in India. Now in current scenario India is the fifth largest preferred destination in World. Retail Industry in India is expected to grow to US\$ 1200 billion by 2021. India's Population is vast using online retail shopping. As per study of Boston Consulting Group at e- marketer, Revenue generated through online retail marketing is projected to grow US\$ 60 billion by 2020 which ultimately results in becoming the world's third largest Consumer economy. Global leading brand retailers like WalMart,GAP,Tesco and JC Penney are increasing their sources from India and now they are started to establishing their own sourcing and buying offices. This is done

