

## Retail Industry Growth

*Retail industry growth guides the players about the potential and the direction of growth of the industry.*

Technopak studies “Vision 2020 Emerging Consumer Trends & Retailer Responses” show

- Retail sector to touch \$865 billion by 2023 as against current size of \$490 billion i.e., 6% annual growth.
- Corporate retail from \$37 billion currently (8% share) to about \$204 billion (24% share) by 2023.
- Direct staff: 34.4 million (2023) from 22.7 million now
- Strong growth in e-shopping and home shopping
- Etailing to become a key alternative retail channel and grow to \$56 billion (6.5%) (2023) from \$ 1 billion (0.2%) now.
- Non-food categories such as apparel consumer durables, IT and footwear more receptive to corporatisation.
- Food and grocery is only 3% of corporatized retail while it is 69% of total retail
- Top 24 cities contribute 30% of total retail and 56% of corporatized retail. More of
  - Incremental growth from urban and semi urban due to rapid urbanization and move from livelihood from agriculture to others professions.
  - Structural issues for real estate, labor, sourcing and supply chain for brick and motor retail.

	2013	2023
Retail Size (\$ billions)	490	865
Corporate retail (\$ billions)	37	204
% share of corporate retail	8%	24%
Direct staff employed (millions)	22.7	34.3

**Retailing** involves selling of products/services to customers for their non-commercial, individual or family use. Retailing can be classified into four categories based on ownership, extent of product lines handled, services vs. goods mix in retail strategy, and non-store based retailing. Different elements involved in retail strategy help the retailer to effectively conduct his business like situation analysis, setting the objectives, identification of target marks and consumers, etc.

**Source:** Business Standard, 22 Aug’2013

Topic	Course
Retail Growth :Retailing :Unit 18.1	Marketing Management