

View Report Details

Footwear Market in India: Trends & Opportunities[2012-17]



View Report Details

Executive Summary

Over the past few years the Indian retail industry has significantly grown and caught the attention of many global investors. Foreign direct investment (FDI), globalization and liberalization have accelerated the growth of Indian retail. India has low organized retail penetration of about 5%. The modern retail is growing in double digit with plethora of opportunities to explore. Retail segment is segregated into many categories like Food and grocery, consumer electronics, Apparel, jewellery, furnishing and furniture etc. one such category is the Indian footwear market.

The Indian footwear market is segmented between organized and unorganized segment. The organized segment caters to about 1/3rd of the market while the rest 2/3rd is fetched by small unorganized players. India is the second largest producer of footwear next to China. The organized sector is represented by major domestic and international players like Bata, Liberty, Adidas, Metro Etc and the unorganized comprises of small cottage industry based manufacturers.

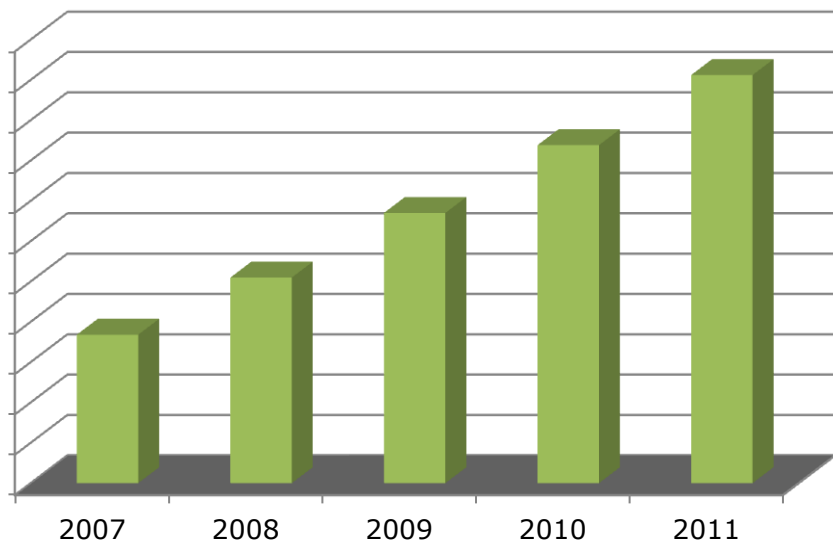
With increased household income, shifting consumer behavior from saving to spending and modern lifestyle, the organized retail in footwear market is rapidly evolving and expected to grow at a higher rate in the future. The market is further segmented into men, women and Kid's segment. At present the women's segment is primarily catered by the unorganized players but factors like increase in number of working women and urbanization are expected to drive the purchases from this segment. The footwear market is a labor intensive and technology based market requiring huge capital investment, which sets the entry barriers high. The retailers like Bata are targeting the middle and upper middle section of the society where as players like Metro, Nike Reebok and woodland is catering to the need of upper section the society. Players should focus on the idea of catering every section of the society to increase their target consumer base. For e.g.: recently Liberty came up with a range targeting the upper classes.

The rural market of India is still the untapped market for footwear manufacturers. Companies should reposition themselves and launch specific product and price ranges to expand their presence and increase their consumer base.

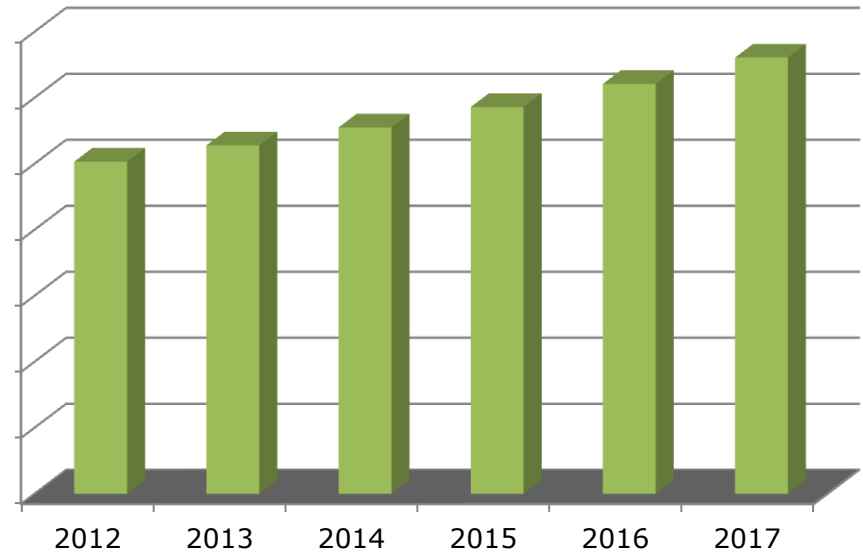
Footwear -Industry: Overview

The footwear market is a part of retail industry with a global market size of over US\$250 billion. It is one of the fastest escalating market with pool of opportunities for the existing as well as potential players.

Footwear Market Size, 2007-2011
(US\$ Billion)



Footwear Market Size Forecast, 2012-17
(US\$ Billion)

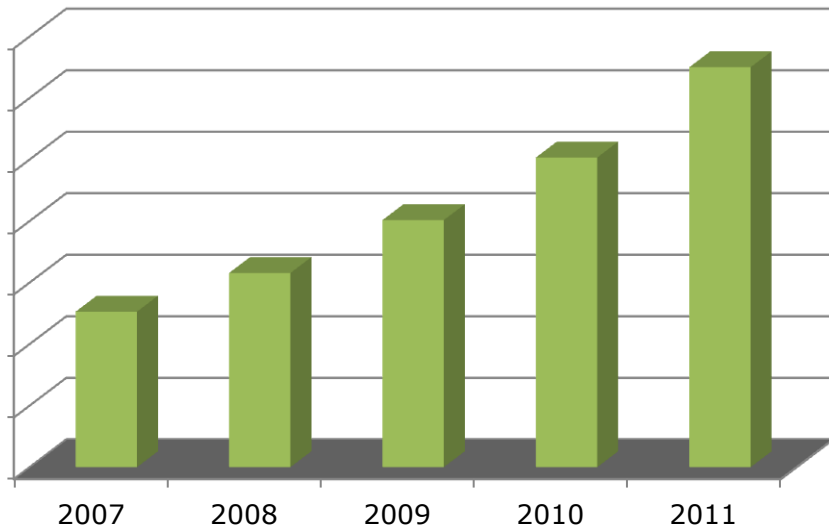


- The market grew at a CAGR of% during the period 2007-2011.
- Footwear Market Size is expected to reach to US\$billion from US\$ billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

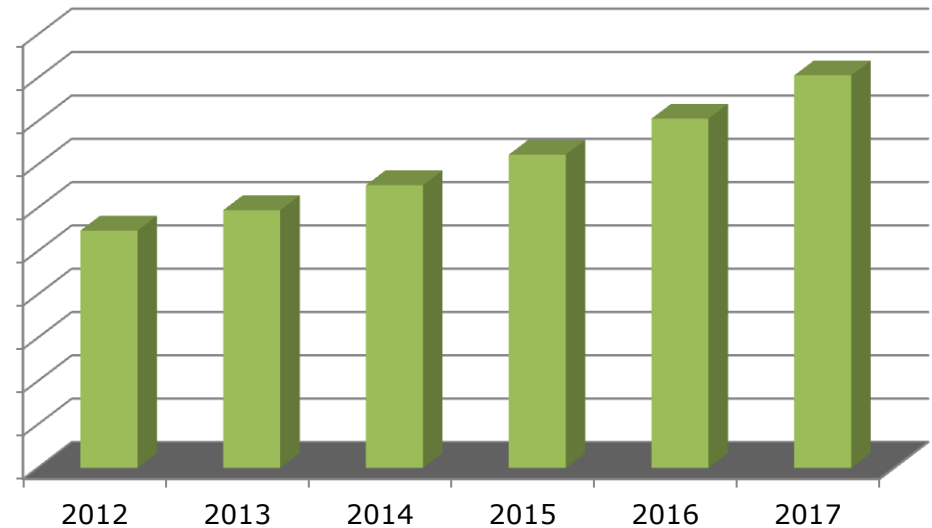
Footwear Market in India: Overview

The footwear market in India is very fragmented and catered by many small and mid sized players. Majority of the segment is dominated by men's segment providing a plethora of opportunities in women and kid's segment.

Indian footwear Market Size, 2007-2011
(US\$ Billion)



Indian Footwear Market Size Forecast, 2012E-2017E (US\$ Billion)



- The market grew at a CAGR of% during the period 2007-2011.
- The Indian footwear market size in 2017 is expected to reach to US\$ from US\$ Billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

Market Trends

Increased Thrust On Brand creation

-
-
-
-
-

Growing opportunities in Women Segments

-
-
-
-
-

Online Retailing

-
-
-
-

Changing lifestyle and increasing affluences

-
-
-
-