

Apparel and Footwear Specialists in India

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Major apparel and footwear specialist focuses on premium Indian traditional wear

Major players collaborate with top designers

Major players are coming up with tech-enabled interventions at multiple consumer touchpoints

PROSPECTS AND OPPORTUNITIES

E-commerce will act as strong competition, with a move to omnichannel expected

Experiential shopping will be critical to attract consumers to stores

Major store-based players will look to expand in small towns

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Retail in India - Industry Overview

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A landmark reform is seen in terms of the operation of retail businesses in India

Omnichannel experience becomes key for both offline as well as offline retailers

What next for retail?

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Informal retail

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