CHAPTER 1
HISTORY AND DEVELOPMENT OF RETAIL MARKET OF LIFESTYLE GOODS IN MAHARASHTRA

1.1 Ancient India and Retailing:

The Indian Retailing of lifestyle goods dates back to prehistoric period. (Nehru, Discovery of India, 1950). Evidences of ornaments, designer apparels, foot wares, handicrafts, paintings and sculpture are found in the excavations at Mohenjo-Daro and Harappa. Since ancient period the diversity exist in food and clothing habits in India. In the ancient period the diversity in clothing and food habits was largely depending upon the climate, physical features and traditions in the respective regions. There is vast difference between the habits of ancient Indian life and modern Indian life. The commonality is found in the retailing practices. The common is about the retailers who were selling in ancient period and who are selling in modern times also. In both the times they are found catering to the demands of the customers. In medieval times the customers were found more commanding. The customers in medieval India were found to be worthy of setting the rules of marketing. (Premchand, 1986). Indian Lifestyle goods were always in demand in India and abroad. Evidences are found that trade flourished in India since ancient times and urbanization of Indian towns has roots in the growth of trade. Paithan in Maharashtra and Warangal in Andhra Pradesh were flourished mainly due to the production of fine cloths. (Maharashtra State Bureau of Textbook Production and Curriculum Research, 2008).

1.2. Ancient Indian Demographics and Segmentation:

Indian Society was segmented into religions and castes and purchase decisions were largely governed by customs and traditions. The culture was the major influencer to the purchase decision. (Nehru, Discovery of India, 1950). The retailers were having an exact idea of what is to be made available to the target market so as to have assured sale. Occupation was base of caste and birth was base for religion. Agriculture was the most important occupation of the people in villages whereas employees of the government, businessmen and others rendering various services lived in towns. The households in urban and rural India were mainly of joint families and patriarchal. The
status of women was of subordinate, although their role in family was important. The spread of education in the society was limited. An individual learned his occupation in the family itself. There were universities and colleges but they were mostly in to fundamental education rather than professional education. Economically the Indian society was to be segmented into three classes during the medieval period. The first was the class of rich people like the members of royal families, the nobility and the feudal lords called as zamindars. The second was the class that consisted of the subordinate officers of the state, traders and farmers. The third was the class of peasant’s, artisans and landless laborers. The children in these households were enjoying status of third citizens. (Nehru, Discovery of India, 1950). They did not have influencing power in the family matters. The reason was that their number in the household was more. The household was of joint family nature and having command of only one elderly person in the family. The activities of the family members were routine and mostly related to the occupation. The recreational activities include festivals, and religious ceremonies. The lifestyle of the people was largely influenced by their Occupation, Gender, Socioeconomic status, education and the place of living. Being the society in the seeker of physiological needs state; it was easier to segment the society as per the demographic bases. Maharashtra being part of India has the same cultural background as of entire India and hence it was easier for the marketers to segment the society on the demographic variables.

The age of renaissance in Europe had laid the foundation of the modern age in India. (Maharashtra State Bureau of Textbook Production and Curriculum Research, 2008). The most important value put forth by renaissance is humanism. Mankind began to look at himself differently during this period. He now saw himself as the most intelligent of all the animals. Man has discerning power. He can discriminate between good and bad, decide what is right or wrong. It was but natural for man to have emotions, feelings and desires. Man has convinced that he himself had the power to shape his own destiny. Man became the center of all thoughts. The segmentation became important on the basis of lifestyle, because of this growth of individualism in Europe. Slowly but steadily this value of individualism started spreading into traditional India making the targeting difficult and complicated for the marketers. The urbanization has roots in trading activities; the towns in India are popular for the
trading activities. The urban lifestyle demands for innovative retailing practices and novel goods. (Eric D. Beinhocker D. F., 2007).

1.3. Today’s Demographics and Standard of Living:

The post 1991 India has substantially improved the society’s well being. The rapid economic growth has fundamentally changed the country’s consumers. The average household income is rapidly growing, the massive middle class escaped from desperate poverty is centering in cities. The new kinds of occupations have emerged with requirements of new skill sets; enhancing the requirements of new types of education mostly in professional nature. The households are nuclear and patriarchal with enhanced role and status of women. Many households have single parents also. According to the Maharashtra housing profile data from census of India 2001 (Data Dissemination Wing, 2003) 11,192,394 (43.7%) of the total 25,601,389 households in Maharashtra are in Urban areas. 5,080,753 (63%), 4,450698 (55.2%) and 3,322,003 (41%) of these urban households are having burnt brick walls, Mosaic, Floor Tiles and concrete slabs respectively. This indicates that the majority of urban Maharashtrian citizens are living in comfortable houses. 6,587,266 (81.6%) of these have occupied the houses permanently indicating their stability in the area. 1,925,822 (23.9%) of the households are size of 4 members; indicating that they are nuclear families. 5,419,455 (67.2%) of the urban households are living in owned houses; indicating their economical stability. 6,645,419 (82.5%) of the urban households have separate kitchen room available and 4,524,341 (54.7%) of households are having independent sleeping room for married couples; indicating the standard of living of urban citizens. 7,608,033 (94.3%) of the urban households have electricity as a source of lighting and 6,584,731 (81.6%) have bathroom facilities within the house. 4,842,219 (60%) of the households are availing the banking services; indicates the modern life style. 5,692,391 (70.5%) of urban households have television and 48.3% have Radio, transistor; indicating their exposure to media. The activities of the urban citizens are diverse. Apart from routine work and domestic activities the urban citizens are involved in activities like Anti-ageing and healthcare Weight loss programmes, skin- and hair-care regimens , Education Professional re-education via part-time and online courses, Travel Trekking and adventure holidays, travelling to exotic destinations, Learning music of Hindustani
and western kind, training for instrumental music, dance or a new language, cycling, joining a band, viewing and buying artistic paintings, books, and sculptures. Listening and buying old music and films from Bollywood, Hollywood or regional or world cinema, attending rock concerts, exhibitions of posters and vintage cars. They are also involved in spirituality Yoga, meditation, vipassana, following gurus and organized spirituality, religious holidays. Even many of the urban citizens are undertaking cosmetic Surgery Botox, facelifts, hair transplants, breast augmentation, nose jobs, liposuction, and cosmetic dentistry. They all want to ride motorcycles, go on a solo journey to Laddakh, and drive cars to very long distance tours or pilgrimages.

It can be concluded that human being in urban areas is living a life of certain standard. They are busy, caring, spiritual, health conscious and dynamic. The Indian society is changing and hence the Spending pattern of these urban citizens is also changing. The discretionary spending is capturing majority of consumer spending. (Eric D. Beinhocker D. F., 2007). This is shift from necessities. The food expenditure is losing its share in total consumption it has gone down to 25% from 42%. This is because the citizens are mostly eating out during the working day and during nights on holidays, and eating out is part of discretionary expenditure and not the necessary expenditure. Spending on purchases that improve the economic prospects and quality of life is increasing. The other major areas of increasing spending share are health, education, transport, and communication. Here also the shift from ordinary to stylish is experienced which has transformed these spending from necessary to discretionary spending. The spending on health care is almost 8% of the total spending. Means of private health care have become most important for urban Indians. Education and recreation spending is also growing by 5.5%. Educating the children has become priority for almost all Indians. The high income urbanites are spending more on better quality education. The spending on communication is 2.5% and there are many urban citizens who are using dual card cell phones. The transport has 18% share of spending. Personal products and services have 8.5% share in spending. Household products have 3%, Housing Utilities have 12%, Apparel have 5% and food and beverages have 38% share in total consumption. (Eric D. Beinhocker D. F., 2007).
1.4. Retailing and Future:

The future is very bright for retailers of lifestyle goods if they succeed in finding ways to cater to what this generation needs. The major segment who will be dominating the market consumption is nowhere to see today. The estimates say that a market of about Rs. 52.6 trillion per year (Eric D. Beinhocker D. F., 2007) in future purchase will be available for the retailers to grab. The upward mobility of households in India indicating that there shall be new consumers enjoying significant discretionary consumption in the organized economy for the first time in their life. The present leaders and challengers shall face a drastic change. The present companies, mostly domestic shall start catering to these customers with many advantages like existing relationships, knowledge of needs, recognition as brand in the market, and the established distribution network. But the growth in income and consumption shall pressurize the marketers from two directions. First is that the marketers must adjust themselves to the pace and magnitude of change that the society is undergoing. They must know the needs, tastes, aspirations, brand loyalties and lifestyles to adjust. Second is that this growth shall certainly attract challengers from abroad. The ongoing economic and regulatory reforms shall significantly intensify the competition from exotic companies. These multinationals shall have many advantages like their vast experience of dealing with dynamic and upward lifestyles. The quality standards they are adopting to, their financial position and methodological accuracy.

1.5. Scenario of lifestyle goods and Present Study:

Assuming that Urban India shall continue on its recent path of growth, and become the world’s fifth largest consumer economy; the researcher has attempted to offer help to the leaders and challengers in a small way. This study is undertaken to segment the Indian urban consumers as per their lifestyles so as to make the knowledge pool available to the marketers which will help them in catering to the specific needs and demands.

The lifestyle goods which are considered in this study are divided into four Categories. The first category of Products include Household Care Products having 3% share in total expenditure of a household in which the Fabric wash including both laundry soaps
and synthetic detergents; household cleaners including dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides, mosquito repellents, metal polish and furniture polish are taken. The second category of products include Food and Health beverages having 38% share in total expenditure of the household including soft drinks; staples/cereals; Beverages, bakery products like biscuits, bread, and cakes; snack food; chocolates; ice cream; tea; coffee; soft drinks; processed fruits, vegetables; dairy products; bottled water; branded flour; branded rice; branded sugar; juices are taken. The third category of products including Personal Care Products having 8.5% share in total expenditure of the household including oral care, hair care, skin care, personal wash (soaps); cosmetics and toiletries; deodorants; perfumes; feminine hygiene; and paper products are taken. The fourth category of Apparel and Shoes having 5% share in total expenditure of the household is taken.

There are some examples of products and brands (Indian Brand Equity Foundation, 2009) of the lifestyle goods exist in India and targeting today’s customers which are showing the signs that customers are deserving of extensive research of their lifestyles so as to cater accurately to their needs.

1.6. Household Care Products and Present Scenario:

Among the household care products, the fabric wash products include washing powders and washing soaps. The leading company in this segment is Hindustan Unilever Ltd. The fabric wash care practices are gaining momentum. Most of the fabric manufacturers are trying to educate the consumers regarding the fabric care they should take. Reading textile labels can help the consumers make wise decisions about what to purchase and help the customers care for items they have already own. It is estimated that the Fabric Wash market is valued at Rs 57 billion in India, (Market Access Center, 2005). It is the world's third largest market. The increased penetration of washing machines, increase in disposable income, aggressive advertising of detergents and convenience of usage has pushed the people more towards the detergents and washing powders. The use of bars in urban areas is decreasing. Detergents' demand is registered to be growing at the rate of about 11%. The laundry bar market has registered a negative growth. The urban fabric wash market is growing at the annual rate of 8-9%. In the Laundry Soaps, Synthetic Detergents, and Synthetic Powders category the Major
Players are HLL, Nirma, Henkel, and Proctor & Gamble. The major brands are Surf from HLL, Nirma Super and Nima from Nirma, Henko from Henkel, Ariel, Gain and Tide from Proctor and Gamble. The household cleaning market including Dish Cleaning, Toilet Cleaning and Floor Cleaning in urban India is estimated to be around Rs. 400 crores (Market Access Centre, 2008). The growth is registered to be 20% per annum. The consumer's look for healthy and germ-free household. Among this category the penetration level of toilet cleaners is low because it has been estimated that most of the people even in urban areas are still using cheap products like acids, or phenols to clean their toilets. The major share in Toilet Cleaning market is of Harpic from Reckitt Benckisser and its biggest competitor is Sanifresh from Balsara which is now Dabur. In the dish/utensil cleaning market bars are dominating. The dish wash powder has low penetration. The shift in this segment is seen from ash and brick powder to bars. The Floor cleaners are less popular in India. Only 3% of Indian households use floor-cleaning products, whereas 97% use phenyl or a combination of bleaching powders, detergents, and acids. The penetration of house cleaning products is still very low. The challenge of players in Household Cleaners market is to enter into the households that are still using cheap products. The opportunity is huge enough as there are millions of households. Major players in Household Cleaning Segment are HLL, Reckitt & Colman India (RCI), Bayer India, Balsara Hygiene, and Henkel Spic. The Mosquito Repellents market in India is estimated to be of Rs 1600 crores. The growth rate is of 15% per annum. Low competition and high consumption exist in this market. It is been observed that there are 54 manufacturers with 72 brands. The products are Coils & Mats, Liquidator, Candle, Vaporizer, Hit, Jet, Cream, Spray, Gel, Lotion, Aerosol Cans.

1.7. Food and Health Beverages Products Market and Present Scenario:

Among the food and health beverage products nine trends are observed by technopak consumer outlook (Mindscape Team, 2009). They have registered the first trend Food As Health. Second trend Food As Convenience-Cum-Novelty, third trend Food As Control, fourth trend Food On-The-Go, fifth trend Food As Instant Pick-Me-Up sixth trend Food As Nature’s Kitchen, seventh trend Food As Luxury, eighth trend Food As Discovery, and ninth trend Food As ‘Guilt Free Sin’.
In the first trend Food as health it is observed that Indians have always believed in a deep link between diet and wellness, as per the yogic and Ayurvedic traditions. Even today they believe that a proper diet could help mitigate or cure health problems. (Mindscape Team, 2009). Recognizing these trends, food marketers in the country have introduced new products in this category. The large super markets and foreign products have enhanced the scope of growth of food products in healthy category. Two broad trends in product have emerged due to shift in the consumer needs. One type of products would have the presence of good food made from wholesome ingredients like milk, fruit and grains. The second type of food would be free from sugar and fat like negatively perceived ingredients. AMUL has introduced energy drink stamina, probiotic lassi and curd, High calcium milk and reduced salt butter. The PepsiCo’s Snack food division Frito Lay have pioneered the range of foods free from transfat and MSG. It has also introduced food products using rice bran oil to reduce saturated fat contents. Dabur has introduced vegetable juices, and ITC has introduced Benna Vita Flax Seed Biscuits to combine fun and food together with low cholesterol level maintaining ingredients.

In the second trend food as convenience cum novelty the changed lifestyle of eating in supermarket is observed. It is estimated that 30 million upper and middle class urban Indians consume ready to eat products from prepared Dal Tadka and varieties of nonvegetarian products to processed, frozen and canned foods that can be heated and served instantly available at supermarkets on regular basis. The significant rise in the number of working women and singles living away from home for work or education is adding to this demand. The shopping list of 30% to 40% of households in urban India has place for noodles, pasta, and soup powders. The major player in this category is Indian Tobacco Company (ITC) which has the brands like Aashirvaad, Kitchen from India, and Sunfeast. The MTR Foods, other player has twenty two curries, gravies and rice. AMUL has processed Cheese, Pure Ghee, Shrikhand, Nutramul, and mithaee gulab jamun. The small set up of Bikanerwala has changed to full fledged packaged food industry offering Bhel Puri, Chaats, Sev Puri, Chana Masala, Samosa, Pakoras, Aloo Tikki, Pav Bhaji, Gol Gappa, and Dhokala. This change is from a mindset where home cooked and fresh food was preferred and housewives insisted on making everything from snacks to multi-course meals in-house, today it has become commonplace to seek convenience and variety using the vast menu of ready to cook
and eat foods. Rajbhog Foods, Ethnic Kitchen and Tasty Bite are other major players in this market. The growth of the ready to eat food products is helping the housewives in India in their quest for satisfying the need of novelty in food of their kids.

The third trend is observation of the mindset of the consumer who feels guilty while consuming the products he likes. To counteract this mindset the marketers have made everything from chocolate to butter, vodka to whisky in at least one diet variant that promises enjoyment without the guilty side effects. The market for low calorie food is small worldwide but it is large in India owing to the large number of body shape conscious youngsters in India making India among the top ten consumers of diet foods. The sugar free chewing gums and low calorie sugar free fruity drink D’lite from Zydus Cadila Healthcare is selling well in Indian market. Amul’s probiotic frozen dessert and Mother Dairy’s low fat Dietz ice cream Nestle’s Kit Kat Lite and UB group’s McDowell no. 1 Diet Mate Whisky and Romanov Diet Vodka are the examples. Diet food market is not concentrating only on indulgence foods like chocolates and ice – creams but also for daily needs like sugar, milk, floor, biscuits. Kellogs entered into weight management market in India with Special K cereals that promises weight loss of 2.5 Kg. within two weeks. Eating joints have also introduced a new concept of diet or calorie-controlled food. VLCC Alive is India’s first calorie kiosk where each meal promises to be less than 300 calories. Agni’s “Fibre-rich Menu” includes exotic whole grain breads like kuttu, sattu and the ninegrain ‘roti’, sprouted salads, smoked duck and fresh fruit ‘kulfi’ rather than its traditional cream-rich avatar.

The forth trend of food on the go is reflecting on the long Indian tradition of salty snacking. The snack family range is very diverse and vast. The main items are fried snacks like chips, chaklis, and Samosas. The steamed snacks like dhokalas, and idlis. The roasted items like papad, khakras, and dosas. This snack food industry is highly fragmented in India. The market is dominated by savories sold by local vendors. Traditionally all these snacks used to be made at home by the housewife and traditional flavors of her region of origin would dominate her repertoire. Today, with an increasing amount of time being spent by people in office or outside the home, combined with the convenience of readily available packaged snacks, the snack food market is booming with innovation. The market in India is estimated at US$ 3 billion, with 50 percent comprising the organized snacks category. This category, growing at a healthy 30 percent annually, is sub-divided into the traditional segment (bhujia, chanachur),
western segment (potato chips, cheese balls) and the newly established finger snacks segment, an adaptation of traditional offerings to the western format. The market in India is diverse and large with over 1,000 different snack products and some 300 types of savories. Potato-based snacks, and in particular potato chips, are the largest product segment, holding an 85 percent share of the salty snack market, followed by snack nuts, chickpeas and other pulse-based savory snacks. Organized retail chains have high demand for popcorn, diet snacks (soy nuts, bread sticks), breakfast cereals, baked and roasted snacks (biscuits, specialty breads, chocolate coated snacks, cookies etc.) and cheese snacks. Health foods, health food supplements and convenient foods are also rapidly growing segments. India’s annual average per capita snack food consumption is 500 gm with urban consumption outstripping rural by ten times. Western India is the top snack consuming region followed by the North. Haldiram’s has been an early winner in this industry, with a host of predominantly north Indian snacks, ranging from ‘masala’ peanuts to cocktail ‘samosas’, ‘Bhujias’ as well as ready-to-eat ‘chaats’ forming their repertoire. Delhi based Bikanerwala Foods is trying to follow suit. Frito Lay and the newest MNC entrant ITC’s Bingo have been the other big winners to date, with Frito Lay covering both Western snacks and Indian flavors, while Bingo has concentrated, so far, more on Indianised tastes. The urban lifestyle lends itself to the ‘snacking and grazing’ consumption behavior, which one observes in more developed countries. As Indian consumers increasingly move to a more cosmopolitan lifestyle, snack foods that are easily portable and hygienic have become a ready substitute for hot-snacks. As long as the consumer keeps munching, every marketer is scrambling to get to the top of the snack pile.

The fifth trend is food as instant pick me up indicates the energy supplements required during longer journey, long work hours and during studies and sports. The modern consumers need greater infusion of energy than their parents and grandparents. The earlier generations were having their refreshments from tea or coffee but today’s generations look for new age solutions. The popular energy drinks in Indian market are Phantom, Red Bull, Effect and Gatorade. Amul has launched Stamina as instant energy sports drink. It is a hit among the college goers. Energy drinks appeal to the consumers at a logical level, by energizing, and at an emotional level, by representing an active lifestyle that people relate to. Sports drinks too perform dual functions to succeed as a brand. They have to position themselves as social consumption products. These drinks
have started positioning themselves as performance boosters instead of a sports drink since India doesn’t have a big sports market but it does have a huge performance market. The sports and energy drinks are at their ‘infancy stage’, but they are expected to post strong growth in the niche segment. The consumption of energy bars is also becoming a trend among the youngsters. And popular among these are brands like ‘RiteBite’ and ‘Nature Valley’. These bars are being marketed as a healthy alternative to the sugary, fattening normal chocolate bars.

The sixth trend indicates the growing awareness of the nature. Because of the growing use of dangerous chemicals in modern agriculture, more consumers are turning towards food grown organically.

This has been a global trend among more affluent consumers, and has now percolated to affluent Indian consumers as well. In India, in any case, there was always widespread awareness and concern among educated consumers about the pesticide residues in food. Moreover, India has always had a penchant for natural products both in food as well as in cosmetics and healthcare. Organic foods are now available, making it easy for those with the awareness and the pockets to turn to natural. Organic produce costs about 35 to 40 percent more “due to scarcity of organic products”. However, many organized retail chains have started marketing organic products, either under their own labels or imported or other brands. Private label organic foods make even more sense for them due to the higher margins they can charge. The further development of organized retail supply chains from ‘farm to fork’ should only make it easier in future to get more organic food delivered to each dining table. Functional food, also termed as the ‘nutraceutical’ products (a hybrid of nutrition and pharmaceutical), is any fresh or processed food claimed to have health-promoting ingredients apart from its basic nutritional function. A general increase in awareness has been fuelled by the favorable scientific reports about the health benefits of nutraceutical ingredients. In developed countries, the ageing populations who are more health conscious look towards consumption of such supplements and foods that provide an optimum balance of nutrition. The typical functional foods could be anything like the prebiotic, probiotic foods, omega fatty acids or even crops that naturally contain components that aid the body functions like soy, gluten or whey proteins. Thus, these would include fruits, vegetables, energy drinks, juices with or without preservatives, breakfast cereals and fresh dairy products-all imparting the desired health benefits and
physiological changes. The Indian functional food market, apart from the dietary supplements, is estimated to be about Rs 125 crore, and will grow with the introduction of relevant products in this space. Fabindia has ventured into the organic health food products called Fabindia Organics with no preservatives or colors added. 24 Lettered Mantra, India’s first organic food store chain has exclusive stores in Hyderabad, Bangalore and Pune. Godrej AgroVet’s retail product, Nature’s Basket, is also looking into the possibility of test marketing certified organic produce through its outlets. HUL’s (Hindustan Unilever Ltd) 3 Roses brand, with ayurvedic ingredients is positioned on the ‘mind sharp’ category, as is its Red Label brand, with its ‘Natural Care’ offering, while the Taaza brand harps on its ‘Thanda’ concept with its cooling herbs.

The seventh trend food as luxury is growing with lifestyle choices or values, and affluent consumers are using food elitism to signal their affluence or ‘arrived’ status. Up-market variants of the plain vanilla products are being preferred. The shift is seen from plain chocolate to dark chocolate to chocolate by country of origin. The same movement is seen in coffee and tea, buying a richer version of the same old thing seems to be the new flaunt mantra. Many brands are riding this trend by introducing up-market versions of mass-market brands. Parle’s variant, Milano, is priced at a Rs 10 premium over its existing brand in the market. Britannia’s Pure Magic and ITC ’s Dark Fantasy, a cream-based Chocolate cookie are also deluxe versions of their cookies. ITC’s food business has neatly segmented the ready to eat market with the premium ‘Kitchens of India’ gourmet food range of Dal Bukhara, Dum Pukht, Chicken Chettinad, Baingan Mirch Ka Salan along with the Aashirwaad range of more regular paneer, chholey and dal tadka style dishes. Food Classics Ice-cream by Mother Dairy is a range of premium ice creams with more fruit blended with creamy ice cream. Cadbury Temptations is a range of delicious premium chocolate, Amul has added Gold Milk to their Fresh Milk portfolio, and there are various premium variants in the Amul cheese category called as Emmental and Gouda. Competitors in the world’s biggest chocolate market, including Lindt and Sprüngli have launched an unprecedented wealth of new products in their efforts to penetrate the expanding premium segment. Lindt has clearly positioned itself in the premium segment. Premium brands of vodka, bread, cheese and all manner of artisanal produce are increasingly becoming the new frontiers of gastronomy.
The eighth trend of food as discovery is gaining momentum. There is a noticeable difference in the Indian consumer’s willingness to experiment with food since the past few years. The Indian consumer’s culinary experimentation is not only restricted to different cuisines within India but outside India as well. With the Indian palate getting more and more experimental, out-of-the-box thinking and quality of food and service is getting more crucial. This new trend of experimentation can be seen across all segments of food, from the restaurants to the ready-to-eat, from the sauces to the ice-cream. Indian restaurants have become classier, the cuisine more complex and experimental. The people who visit them have become braver in their choices and this change is largely due to the increase in the amount of foreign travel which has added an international touch to their palates. Urban Indians are opening up to “experimenting with non local food” and have gone beyond the “Continental, Chinese and Thai” Apart from the usual Continental and Chinese food, the other cuisines that the Indian consumers are experimenting with are Italian, Mexican, Lebanese, Pacific Rim and Korean food. Indians are now more aware that the South East Asian Cuisine includes Thai, Malaysian, Singaporean, Indonesian, Vietnamese and Filipino cuisine, to name a few, as well as the more popular Chinese cuisine. Even within Indian cuisine, there is a trend of experimentation. Specialized cuisine restaurants such as ‘Oh! Calcutta’ for Bengali food, ‘Swagath’ and ‘Dakshin’ for non-vegetarian South Indian food and ‘Rajdhani’, which offers authentic regional cuisines are becoming popular. In the ready-to-eat segment, there are now more off-the-shelf choices available for the consumer. Maggi Rice Noodles Mania has new flavors such as Lemon Masala, Chilly Chow and Shahi Pulao to appeal across different regions of the country. Ching’s Secret is a brand of authentic Chinese food ingredients which offers a range of ready-to-eat sauces, soups and noodles such as Manchurian and Schezwan stir fry sauces and the Frozen entrees such as Cocktail Spring Roll, ‘Paneer Chili Samosa’ and ‘Paneer 65’. MTR’s readyto- eat has a portfolio comprising of South Indian snacks such as ‘Kharabath’ (upma), ‘Kesaribath’, ‘Bisibelebath’, ‘Pongal’, ‘Andhra Veg Pulav’ and North Indian curries like ‘Palak Paneer’, ‘Mixed Vegetable Curry’, ‘Navrathan Kurma’, ‘Dal Fry’ and ‘Chana Masala’. Tasty Bite, the other active player in the RTS segment, has embarked on launching Gujarati and Maharashtrian cuisines. Spencer’s has even introduced a special section stocking food and ingredients typical of different regions of India. Various independent outlets including Le Marche and Sugar & Spice too offer exotic ingredients and flavors. Yama Toya in Delhi stocks authentic Japanese
ingredients, such as Miso, sweet sake, Soba and Udon noodles, in addition to importing fish for sushi.

The ninth trend of food as guilt free sin is taking over. Consumers are now looking out for a ‘tasty way to good health’ which allows them to indulge in food that they crave for along with keeping a check on their calorie intake and other dietary restrictions. Spotting this trend, marketers have launched several products in the market that allow consumers to enjoy health and indulgence at the same time. ‘Satva Foods’ has recently launched an entire range of products that helps consumers to eat healthy without giving up on the food that they like or get involved in a diet of bland, insipid food. The ‘Satva Choco De-Lite’ Bar claims to be a delicious way to stay healthy and retain one’s youthful vitality. India is witnessing the launch of a number of probiotic indulgence products - dietary supplements containing potentially beneficial bacteria which are good for the digestive system, helping in better absorption. Kwality Wall’s introduced ‘MOO’, a calcium-enriched ice cream. ‘Sarda’, which specializes in ready-to-eat fruit snack products is cashing in on this trend. ‘Avesta Good Earth’ has also come up with wheat crackers in six variants. With low saturated fat and zero trans fat, these innovative crackers, also a source of dietary fiber, are the perfect example of good health and great taste coming together in an anytime snack. No-hangover whiskies, macrobiotic beers and fruitin fused desserts are just some of the delights ahead for Indian gourmets wanting to combine good health and good taste.

1.8. Personal Care Products and Present Scenario:

The personal care market in India has range of products from soaps and shampoos to the face creams. It also has the sunscreen products in summers to moisturizing lotions in winters. The personal care products literally touch the daily lives. The personal care products that the consumers use are in some measure the signature of their lifestyles and standards of living. (PRATIK KADAKIA, 2009). The personal care market in India is estimated to be about $4 billion. The key segments in this category are bath and shower products, deodorants, hair care, skin care, color cosmetics and fragrances. The largest segment of personal hygiene products is bar soaps, which is growing at about 5% per annum. The second largest segment is of hair care products. This is growing at about 9-10% per annum. The skin care market is relatively smaller. It is growing at a
high rate. It has been observed that the market is moving away from basic creams and moisturizers to specialized products such as anti-winkle and dark circle removing creams. The anti-ageing segment which has only 2% share of the skincare market is growing at a rate greater than 90% per annum. The trend of personal care products started from purely health notions. Then it moved on to fitness. The current trend is indicating that the consumers want well-being coupled with beauty. To meet this demand the industry is also moving from basic products, such as soaps and shampoos and hair oils to functional products, such as cold creams to specialized products like sun block lotions, body exfoliating creams and skin whitening & anti-ageing products. Huge potential for personal care industry is expected due to several social, market and industry trends. Some of the latest social drivers are increasing urbanization, rising participation of women in urban work force, and growing importance of looks and personal grooming both for personal and professional reasons. Market trends like spread of organized retail to Tier II cities, development of nontraditional segments like men’s cosmetics with products like hair gels and fairness creams and development of wide range of products at different price points are all factors, which could contribute to the growth of the domestic personal care market. Industry trends like increasing competition with entry of large MNCs, increased brand building and customer awareness initiatives by companies are accelerating growth. Some of the Health & Beauty Products (Ad Classics.com, 2009) are Pond's Cold Cream, Parashoot hair Oil, Colgate tooth Paste, Colgate Shaving Stick, Colgate Shaving Stick, Floreine Beauty Cream, Squibb Castor Oil, Gillette Razor Blades, Cadum Soap, Palmolive Soap, Fels-Naptha Soap, Gillette Safety Razor, Lubin Cosmetics, Camay Soap, Cutex Nail Polish, Fels-Naptha Soap, Listerine Antiseptic, Lux Beauty Soap, Kotex, Old Spice Toiletries, Chapstick Lip Balm, Kleenex Tissues, Maybelline Makeup, Johnson's Baby Shampoo, The major players are Hidustan Unilever, Procter and Gamble, Colgate and Palmolive, Himalaya, Johnson and Johnson, J. L. Morris.
1.9. Apparel and Shoe Market Scenario:

The apparel and shoe market is evergreen in India. The Apparel today has the largest share of the modern organized retail in India i.e. 20% of the current market of Rs. 56,000 crore and this is expected to grow at a constant rate of 20% per annum. (Prashant Agarwal, 2007). The luxury brands in apparel include John Players, Peter England, Park Avenue, Arrow, Reebok, Adidas, Pepe Jeans, Dockers, Louis Vuitton, Gucci, Zegna, Hugo Boss, YSL, and Mont Blanc and Christian Dior. The major player Raymond has introduced an entire range of apparel made from bamboo fabrics which naturally possess anti-bacterial, anti-static property and extra capacity to retain moisture. Raymond also uses soyabean fabrics in their trendy clothes line, as this fabric provides extra shine and moisture absorbing property. Apart from this Raymond has developed a specially crafted fabric from Casein (made from a combination of milk proteins) to be used for making suits, shirts and jackets. Another player the Future Group has stake in major brands like VIP Innerwear, Biba Womenswear, Planet Retail, Indus League Menswear and Womenwear, Gini & Jony Kidswear, Lilliput Kidswear.

The footwear sector is a diverse industry which covers a wide variety of materials like textile, plastics, rubber and leather. The variety is also found in foot wares as per the types of men's, women's and children's footwear to more specialized products like snowboard boots and protective footwear. This diversity of end products corresponds to a multitude of industrial processes, enterprises and market structures. The Indian footwear industry consists of a large number of small enterprises, most of which are located in regions with little industrial diversity. The important manufacturers are Harman Sales Pvt Ltd from Mumbai, Vijay Shoes Private Limited from Pune, Bata India Ltd. from Gurgaon, Delhi Footwears from New Delhi, Tirubala Group from Kanpur, and Euro Footwear Limited from Kanpur. The Major brands are Nike, Puma, Aiva, Action, Lee Cooper, Spiderman, and Lakhani. The Indian footwear retail market is expected to grow at a Compounded Annual Growth Rate of over 20%. Presently, the Indian footwear market is dominated by Men's footwear market that accounts for nearly 58% of the total Indian footwear retail market. The Indian footwear market is dominated by casual footwear market that makes up for nearly two-third of the total footwear retail market. As footwear retailing in India remain focused on men's shoes, there exists a plethora of opportunities in the exclusive ladies' and kids' footwear segment with no organized retailing chain having a national presence in either of these
categories. The Indian footwear market scores over other footwear markets as it gives benefits like low cost of production, abundant raw material, and has huge consumption market. The footwear component industry also has enormous opportunity for growth to cater to increasing production of footwear of various types, both for export and domestic market. (Ask, 2009).

India's retail market in year 2008 valued at US$ 511 billion, and is expected to grow to US$ 833 billion by 2013. India is expected to become a manufacturing hub for global luxury brands. India has the most rapidly growing high-net worth individuals (HNI) population in the world, and the income level of consumers is expected to grow three times by 2025. The active age group (25–45 years) is likely to rise to a third of the population. (Indian Brand Equity Foundation, 2009) The manufacturing business of luxury items in India can cross US$ 500 million. The Indian luxury retail market is estimated to touch US$ 30 billion by 2015. (Indian Brand Equity Foundation, 2009)