



Retail in India

March 2024

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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

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Uncertain environment for convenience retailers
Kendriya Bhandar leads the competition, while Easy Day struggles
Forecourt retailers shows growth on the back of increased travel activities

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Digital solutions increasingly adopted by small local grocers

Small local grocers remains a prominent channel for expansion for leading brands

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