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Booming organized retail and income levels driving the book retail market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Book Retail Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Consumer Goods Industry Series.

Mumbai, India – 18 October, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Book Retail Market in India 2010 report covering an industry which is expected to witness strong growth. The growth in organized retail coupled with new inventions in the technological world is expected to increase the number of readers. The book retail sector in India is witnessing the entry of increasing number of players to capitalize on the rising growth opportunities in the market.

The report begins with an introduction of the India's retail market and includes India's retail penetration level and the segmentation in the market. This is followed by the market overview section for the book retail market in India providing the size and growth of the market, organised and unorganised market share and segmentation of the online and offline market. It is followed by the business model adopted by book retailers.

An analysis of the drivers explain the factors for growth of the industry including increasing income, growing paper industry, growth in organized retail, internet penetration, advent of technical gadgets, popular as gift items and secure payment mechanisms. The key challenges identified are low literacy rates, competition from unorganised sector, low credit card penetration and consumer perception, and time lag due to lack of proper inventory.

Trends in the market include PE/VC investments in the market, bookstores coming up with coffee shops, book retailers expanding product portfolio and presence, bookstores find new ways of marketing and bookstores gaining greater visibility through book fairs.

The competition section provides an overview of the competitive landscape of the market. It also includes brief profiles of the major players in the market.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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