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Fashion consciousness and rising income to boost the footwear market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Footwear market in India 2010 as part of Netscribes' Consumer Goods report series.

Mumbai, India – July 27, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Footwear Market in India 2010 report. Growing fashion consciousness and rising income is boosting this sector.

The report begins with an introduction to the footwear market including the market size and growth, volume share and the share of various categories of footwear sold. It further shows overall import and export of footwear as well as the segmented share for major countries.

An analysis of the drivers explains growth factors such as growth in income and increasing fashion consciousness among consumers, increasing organized retail space, rising international demand for leather footwear, availability of skilled manpower and abundance of raw material. The key challenges identified include affordability and import from China. The report identifies the key trends including foreign brands entering the market, India emerging as the shoe manufacturing hub, apparel brands entering the footwear market and manufacturing therapeutic shoes.

Competition section provides a snapshot of the players in the market including information regarding their operational segments, business highlights and financials, providing an insight into the existing competitive scenario.

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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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