

A Study on Recent Trends in India's Modern Retailing Business

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Abstract: *India's retail sector is the largest of all its subsectors. The progressions in the coordinated retail industry are apparent as new retailing designs, present day procedures, select retail outlets, rise of corporate store and so forth. The way people buy things and how they shop have changed in India, causing a shopping revolution. In addition, social changes like the rise of working couples and nuclear families have increased spending power, which has contributed to the rise in personal consumption by Indian consumers. The current study looks at how the Indian retail industry is changing. The present retail industry in India's opportunities and challenges are also the focus of this paper.*

Keywords: Indian consumers, organized retail, the retail industry, opportunities, and challenges

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