

# Conceptual Analysis on Indian Retailing Sector

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**Abstract:** *The Indian retail market is one of the top five retail markets in the world in terms of economic value and one of the retail markets with the fastest growth. India's retail industry has experienced significant growth over the past few decades and has completed a number of noteworthy milestones. The most significant economic pillar in India is its retail sector, which accounts for about 10% of its GDP. In India, there are structured and unorganised sectors of the retail industry. Customers have moved from unorganised to organised sectors as a result of retailing's rapid expansion, mostly due to shifting customer tastes and behaviours. This change in consumer behaviour is brought on by rising wealth and modified lifestyles. The customer now has in-depth understanding about the goods and services. He is growing more picky and cautious when obtaining services from merchants. His standards are always growing. Customers want to be able to buy, dine, and have fun all under one roof, therefore Indian retail is growing quickly. This paper solely relies on secondary data. The function of the organised and unorganised sectors in India is covered in this article. It also includes information on the many types of retailing, the current environment, the expansion and difficulties of the industry, as well as the prospects for retailing in India going forward.*

**Keywords:** Market for retail, GDP, customers, and lifestyle.

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