



Euromonitor
International

General Merchandise Stores in India

May 2026

Table of Contents

General Merchandise Stores in India - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Market Growth Is Driven by Value-Led Demand and Evolving Consumer Behaviour

Department Stores Drive Growth through Format Expansion and Private Label Differentiation

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Department Stores Are Set to Accelerate Personalisation and Omnichannel Integration to Drive Loyalty

Chart 4 - Analyst Insight for General Merchandise Stores

Private Label and Value-Led Formats Are Set to Reshape Retail Competition and Profitability

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

General Merchandise Stores Become More Concentrated as Trent Ltd Accelerates Share Gains

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for General Merchandise Stores

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for General Merchandise Stores

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in India - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

India Retail Grows Steadily as Macro Conditions Support Resilient Consumption

Chart 16 - Competitors Expand their Click-and-Collect and Fast Delivery Services

Small Local Grocers Dominates Value, While Retail E-Commerce Drives Growth Momentum

Chart 17 - Reliance Retail Strengthens Its App-Based Ecosystem

Reliance Retail Ltd Expands Its Digital Ecosystem with Fast Delivery and an Integrated Retail Model

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Small Local Grocers Will Retain Scale, While Retail E-Commerce Is Set to Lead Channel Growth

Chart 20 - Analyst Insight for Retail

Convenience, Value, and Digital Engagement Are Expected to Redefine Retail Strategies

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Flipkart and Amazon.In Retain the Lead through Investments in Technology and Omnichannel Integration

Innovation and Quick Commerce Reshape Retail through Hybrid Formats

Chart 23 - Instamart Opens Its First Offline Experiential Bright Store

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 26 - Standard Opening Hours by Channel Type 2025

Seasonality

Diwali season

End of season sale

ECONOMIC CONTEXT

Chart 27 - Economic Context for Retail

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Retail

Chart 31 - Population 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/general-merchandise-stores-in-india/report.