

# Consumer Lifestyles in India 2017 Market Size, Status, Analysis and Forecast to 2021

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Consumer confidence is improving since the government's decision to remove high-value notes from circulation in November 2016. At the same time, rural consumers are coming to the forefront, be it via the Internet or through their television sets. Demographic trends are dominated by two key factors—declining birth rates and a fast-growing older population.

Lifestyles in India report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Lifestyles market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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