

## **India: New Battle Ground for Global Retail Companies**

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**Abstract:** The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. According to a study done by Boston Consulting Group Retail industry, India is expected to grow to US\$ 1,200 billion by 2021 from US\$ 672 billion in 2017. India is the fifth largest preferred retail destination globally. Retail in India contributes over 10 percent to GDP and around 8 percent of the employment. Some of the major factors which led to growth of retail sector in India are rising income, rising middle class, growth of urban areas and recent economic reforms. This paper aims to analyze why India has been chosen as a significant place of potential investment for the retail giants. The paper also discusses retail battle zone between Walmart and Amazon which can be a kind of oligopolistic competition in retail industry. We further talks about impact of retail competition on Indian economy.

**Keywords:** India, Organised Retail, FDI Amazon, Walmart, Oligopolistic, Rivalry

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