

General Merchandise Stores in India

April 2025

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General Merchandise Stores in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hyperlocal AI personalisation transforming shopping into a cultural experience Changes at the top, and sustainability programmes become fundamental to business strategies Private label becoming a strategic revenue driver for department stores

PROSPECTS AND OPPORTUNITIES

Strategic expansion into tier-2 and tier-3 markets set to unlock new growth potential Regional retail chains will leverage their local expertise to challenge national players Predictive AI systems might revolutionise inventory control and minimise retail waste

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