



India: A Growing & Promising Consumer Market

Discover India Workshops

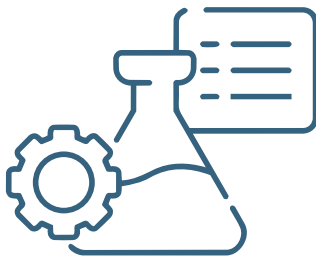
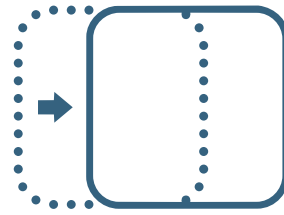
Introduction to India & Opportunity
Briefing for European Lifestyle
Companies



Executive Summary:

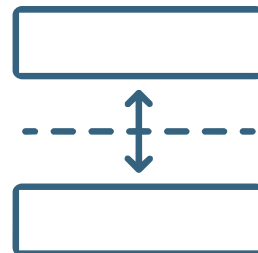
The Opportunity & The Anchors

The Shift: India is entering a massive, long-term private consumption expansion phase, projecting strong GDP growth from its current ~€3.48 trillion base.



The Catalyst: Strengthening economic ties, including upcoming Free Trade Agreements (FTAs) between India and Europe/Scandinavia, are significantly easing cross-border business.

The Gap: Historically, mid-sized European lifestyle companies have been under-represented due to trade barriers and complex partner discovery. These barriers are now falling, making both retail entry and strategic sourcing highly viable.



About

The Knowledge Company (TKC)



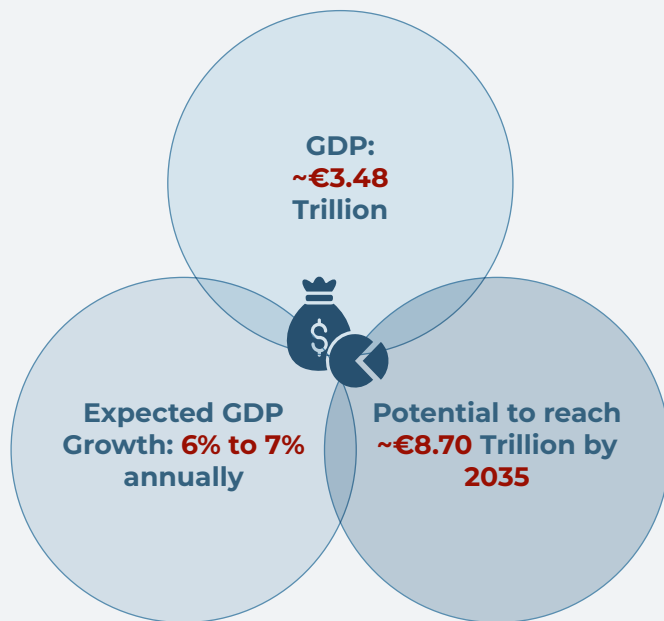
With a 34-year track record in consumer-focused management consulting, TKC partners with global brands to navigate India. Our expertise spans Market Opportunity Assessment, Consumer Intelligence, Competitive Landscaping, and End-to-End Market Entry Strategy.

India Consumer Economy in Numbers

India's consumer economy is rapidly emerging as one of the **largest global growth engines**.

Macroeconomic Scale

India is currently among the fastest-growing major economies globally.



Population & Demographics

This demographic structure creates one of the largest young consumer markets in the world.



Population:
1.4+ Billion people

Over **65%** ↑
of the population
under **35** years of age ↓

Consumption Growth

India's growth story is fundamentally consumption-driven.

Current Private Consumption:
~€1.74 trillion

Projected Expansion:
Merchandise Consumption
€0.87 trillion today →
€2.18 trillion+ by 2035

Services Consumption
Expected to Exceed
€2.61 Trillion
by 2035

Digital Consumers

India is one of the world's largest digital markets.

850+ Million Internet Users

Consumers actively discover and purchase products through:



Online Marketplaces



Social Media Platforms



Direct-to-Consumer Brand Channels

This digital ecosystem enables international brands to reach consumers faster and more efficiently.



Structural Drivers of Growth

India's consumer economy is accelerating via three core shifts



Urbanization



Premiumization



**Rising
Disposable
Incomes**

Understanding the Indian Consumer

The profile of the new Indian consumer



**Young &
Aspirational**



**Digital-First
Discovery**



**High Demand
for European &
Scandinavian
Heritage**

Lifestyle Category Opportunities

India's lifestyle markets are expanding rapidly as consumer spending increases.



Fashion & Apparel

India is currently the **sixth largest apparel market globally**.

Market size

Projected by 2030



€74.0 to €78.3 Billion



€139.2 + Billion

International fashion brands are seeing growing demand among **urban middle-class and younger consumers**.



Footwear

India's footwear market is among the **largest globally by volume**.

Market size



€21.8 to €26.1 Billion

The **branded and premium footwear segments** are expanding faster than the overall market.



Beauty, Skincare & Fragrance

India's beauty and personal care market is expanding rapidly.

Market size

Projected by 2030



€26.1 + Billion



€43.5 + Billion

Premium skincare and fragrance categories are seeing strong growth among **urban Gen Z and millennial consumers**.



Bags, Accessories & Luggage

The accessories segment is growing as fashion consumption matures.

Market size



€8.7 to €10.4 Billion

Demand is supported by:

- Increased travel
- Rising corporate workforce
- Growing fashion awareness



Food Services & Premium Packaged Foods

India's food consumption landscape is also evolving rapidly.

Market size



€69.6 + Billion

Demand is increasing for:

- International cuisines
- Gourmet and specialty foods
- Premium dining experiences

Discover India Workshops

Structured workshops introducing
European companies to
opportunities in India.



Discover India Workshops

Analytical market-entry briefings designed to help European companies evaluate the India opportunity and understand practical pathways for engagement.



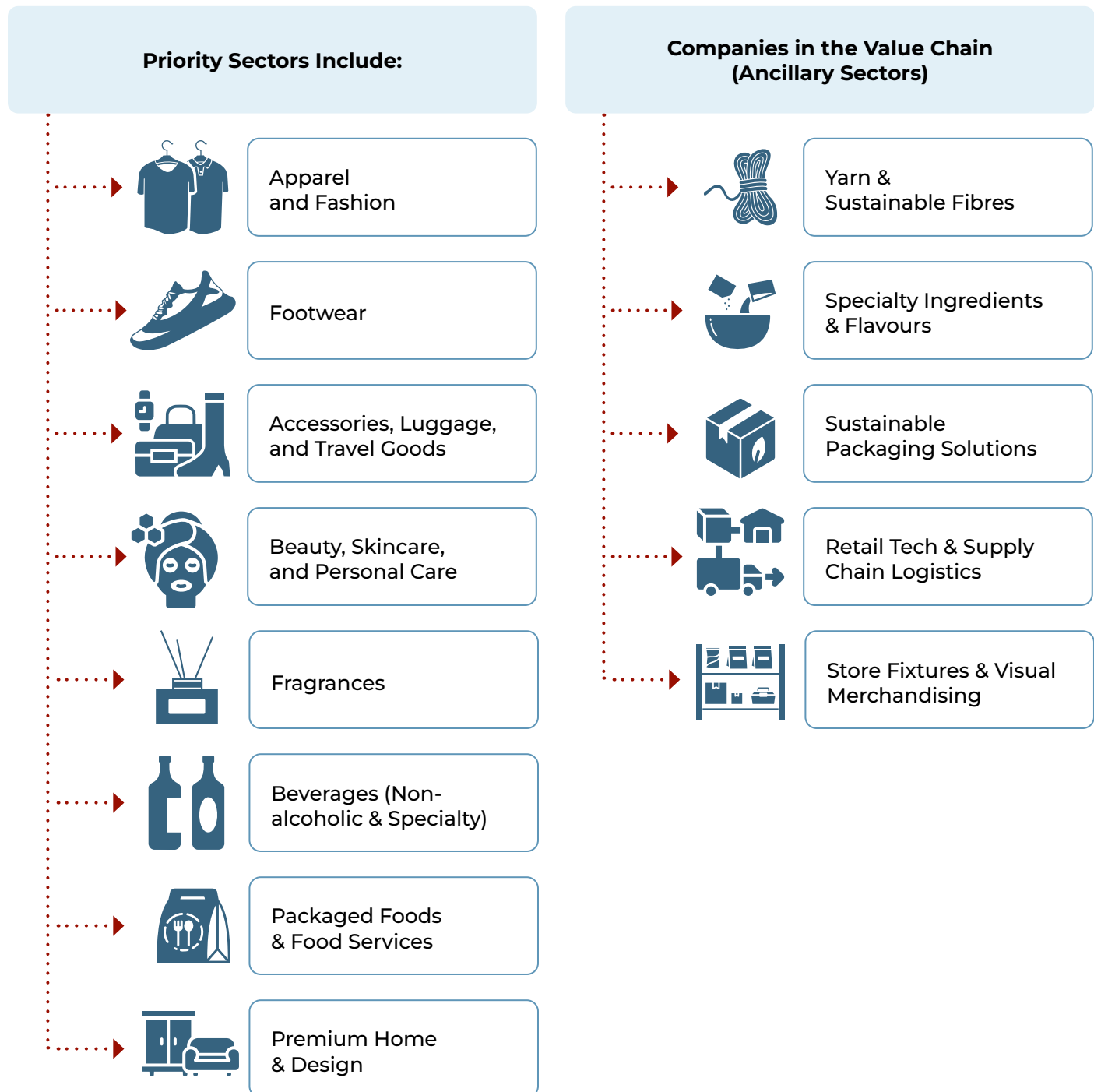
The Agenda:

1. Macro & Consumer Landscape: Overview of economic growth, demographics, and consumption drivers.
2. Category Deep Dive: Sector-specific analysis tailored to attending companies.
3. Consumer Segments: Key characteristics of target consumer cohorts.
4. Retail Channels: Distribution pathways, e-commerce, and modern trade structures.
5. Competitive Landscape: Market mapping and selected case studies.
6. Entry Strategies: Direct market presence, franchise partnerships, JVs, and distribution arrangements.
7. Trade Realities: Implications of FTAs, tariffs, duties, and supply-chain execution.



Who is This Workshop Relevant for?

Designed for mid-sized European lifestyle businesses evaluating consumer entry or sourcing optimization.



The Workshop: Agenda & Pricing

Workshop Format Each workshop is conducted as a highly focused strategic briefing session.

The Agenda

1. **India Macro & Consumer Landscape:** Overview of economic growth, demographic shifts, and consumption drivers.
2. **Category Deep Dive:** Sector-specific analysis entirely tailored to the attending companies.
3. **Market Entry Strategies:** Practical overview of operating pathways, including direct market presence, franchise partnerships, distribution arrangements, and joint ventures.
4. **Open Q&A:** Interactive discussion addressing specific company questions.

Pricing

1. **Early Bird Registration:** €1,200 per individual (available until mid-July)
2. **Standard Registration:** €1,500 per individual

Special Note: Post-Workshop Consultations - Following the session, we reserve time for optional, private consultation slots

1. **Format:** 30-minute, 1-on-1 private sessions (limited to 3 companies per workshop).
2. **Cost:** €600 per company.
3. **Purpose:** Allows companies to confidentially explore their specific category, operational, or market-entry questions in detail.



Next Step We welcome the opportunity to tailor the workshop content strictly to the sectors represented within your membership network. A short exploratory discussion can help determine fit, timing, and potential interest.

REGISTER NOW

For an upcoming workshop to secure your team's seat.

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What You Will Learn

Market fit. Channel fit. Entry fit. Economic fit. Execution fit.



1. A realistic India opportunity lens:

- Not just market size, but the part of the opportunity that is actually addressable for a business of your scale, category, and brand position.



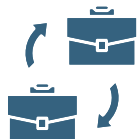
2. Your most relevant consumer entry point:

- Which customer cohorts, city types, and use-cases are most likely to offer the best first fit for your proposition in India.



3. The channel structure behind the market:

- How modern retail, general trade, e-commerce, marketplaces, and D2C interact in India, and what that means for your route-to-market choices.



4. The entry model best aligned to your business:

- A clear comparison of direct entry, franchise, JV, distributor-led, and sourcing-first pathways, including the trade-offs involved in each.



5. The practical implications of FTAs, tariffs, and duties:

- How trade agreements, import structures, and operating realities could affect pricing, margins, competitiveness, and execution.



6. The operating realities behind the opportunity:

- What typically works, what often fails, and where international companies tend to misread the Indian market in their first phase of entry.



7. A clearer next-step agenda:

- Whether India should move into active consideration now, and what the most sensible next step would be for your company if it does.

While You Evaluate India, Who is Already Winning?

1. Did you know India is now the largest market in the world by volume for Pernod Ricard?

The French spirits giant (maker of Chivas Regal, Jameson, and Absolut) recently announced that India is its #1 market by volume and its #2 market globally by value. The 150% tariff wall hasn't stopped them from making India their global growth engine.

2. Did you know Decathlon plans to source €2.7 Billion (\$3 Billion) worth of global inventory from India by 2030?

The French sporting goods retailer currently sources 8% of its global products from India and is aggressively ramping that up to 15%. They aren't just selling to India (where they do over €440 million in retail sales); they are using India to supply the world.

3. Did you know H&M and IKEA are using India as a primary global sourcing hub?

Swedish giants IKEA and H&M don't just view India as a consumer market. As supply chains shift away from over-reliance on China, Scandinavian retail leaders are quietly turning India into one of their most critical zero-duty manufacturing bases.

4. Did you know a Danish family-owned company dominates India's fast-fashion market?

Bestseller (the Denmark-based parent company of Jack & Jones, Vero Moda, and ONLY) operates over 360 exclusive brand outlets and is present in nearly 1,800 multi-brand stores across India. They didn't just enter the market; they defined the premium western-wear category for Indian millennials.

5. Did you know the premium home appliance category in India was built by an Irish company?

Glen Dimplex successfully navigated India's premiumization shift via a long-term licensing partnership for its Morphy Richards brand. After 20 years of massive growth, Indian conglomerate Bajaj Electricals acquired the regional IP outright in early 2026 for ~€15.5 Million.

6. Did you know London's fastest-growing consumer tech brand is using India as its global manufacturing engine?

Nothing, the London-based smartphone and tech challenger, hasn't just crossed \$1 Billion in global sales by selling to India. They are building in India. They recently established a \$100 Million manufacturing joint venture (under their CMF sub-brand) to build their devices locally. Their stated strategy? "Built from India, to the world."



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