



India Pharma Retail Market: Trends, Opportunities and Forecasts (2015-2020F)

- By Market Segment – Standalone & Chained
- By Region
- Customer Survey- Customer Demographics, SERVQUAL Model
- Market Entry Strategies for Global Players
- Value Chain Structure
- Private Label Brands-Prominence in Pharma Retail, Price Competitiveness, Margins and Revenue Contribution



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Research Methodology

Research Definition

- The India Pharma Retail Report comprises of the study of various aspects of India Pharma Retail Market and forecast until 2020. The India Pharma Retail market has been segmented on regional basis and types of the Pharma retail stores in the country

Data Analysis and Interpretation

Our historic market trend has been figured out by various paid databases which was further triangulated with inputs and insights from industry experts through primary research. Back-of-the-Envelope calculation for the market estimation has been made through proper understanding of the market as well as future business strategies of the companies involved in the market.

Azoth Analytics has conducted quantitative as well as qualitative research to gather market insights such as market sizing, market segmentation, recent trends and developments and competitive landscape. Our team has conducted extensive primary surveys by reaching out consumers as well as industry experts across the value chain of the India Pharma Retail Market.

For Forecasting purpose we have accessed some of the paid databases such as Bloomberg, Reuters, Factiva, Hoovers etc.

Companies Interviewed

Apollo Pharmacies, MedPlus Health Pvt. Ltd, Wellness Forever Medicare Pvt Ltd. , etc.

India Pharma Retail Market Size, By Value

Figure 1: India Pharma Retail Market Size , By Value, 2010-2020F(USD Billion)

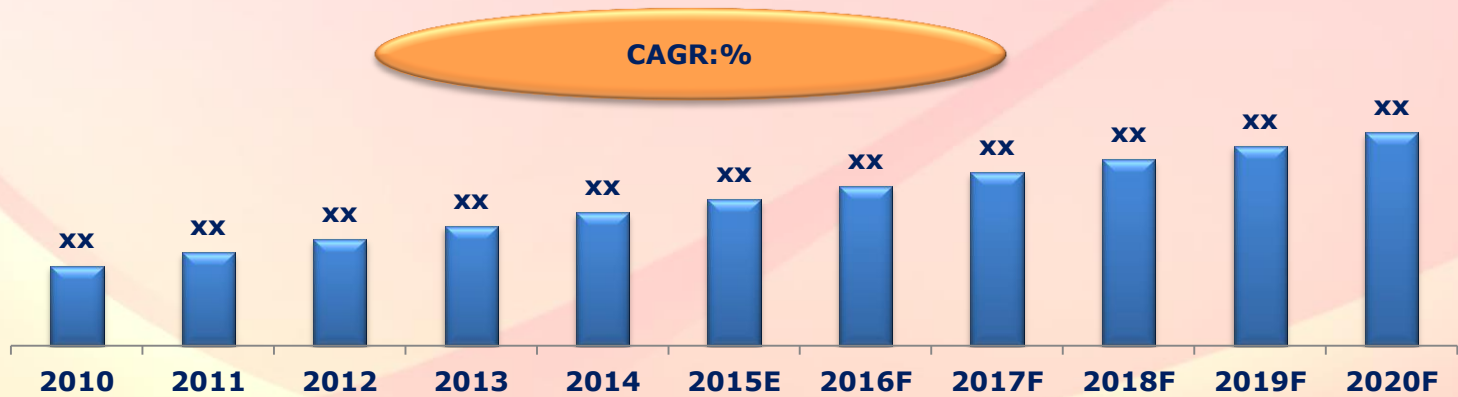


Figure 6: India Pharma Retail Market Share, By Type, By Value 2014

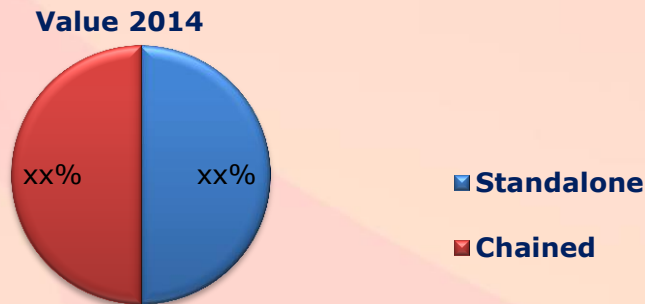
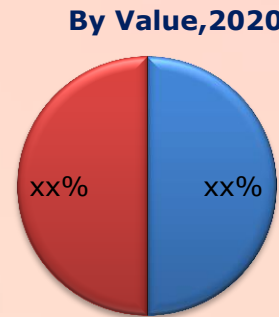


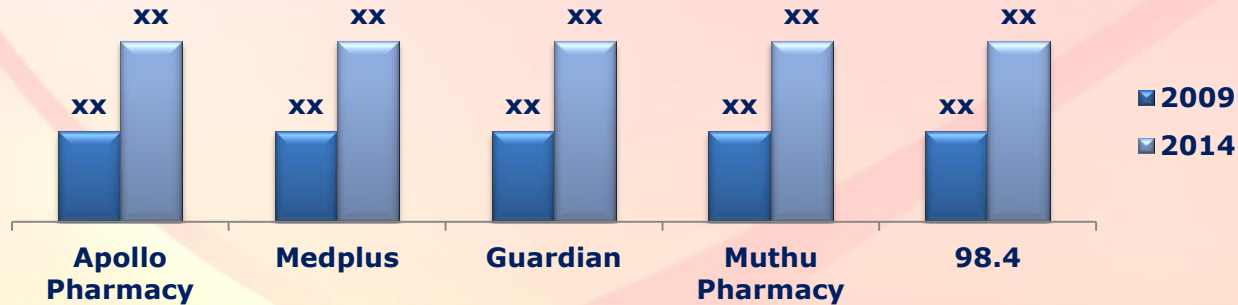
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Source: Azoth Analytics

India Pharma Retail Market Size, By Value

Figure17: India Chained Pharma Retail Market Share, By Number of Outlets,2009,2014



Source: Azoth Analytics

Figure 15: India Chained Pharma Retail Market Share, By Company , By Value, 2014

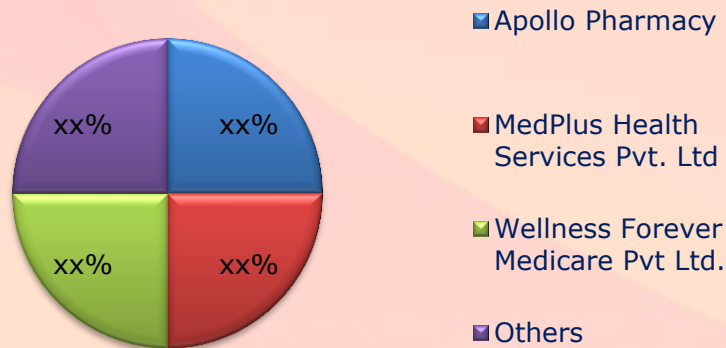
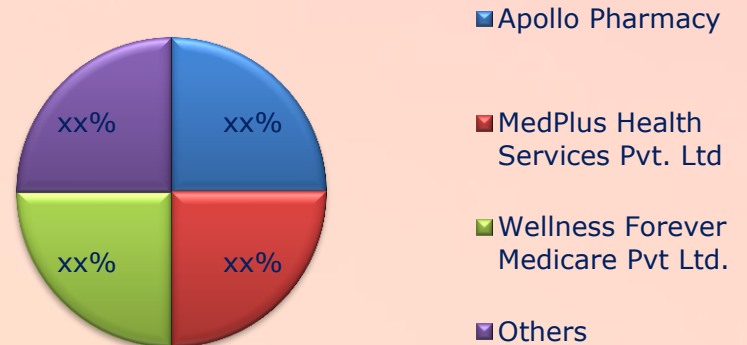


Figure 16: India Chained Pharma Retail Market Share, By Company , By Value, 2020F



Source: Azoth Analytics