



The incredible shopaholic Indians



The Indian Big Spenders

- **In 2010-11 India was home to 57 dollar billionaires** (*Forbes*)

- **India's HNI population to grow to 403,000 by 2015** (*Swiss private banking group Julius Baer*)

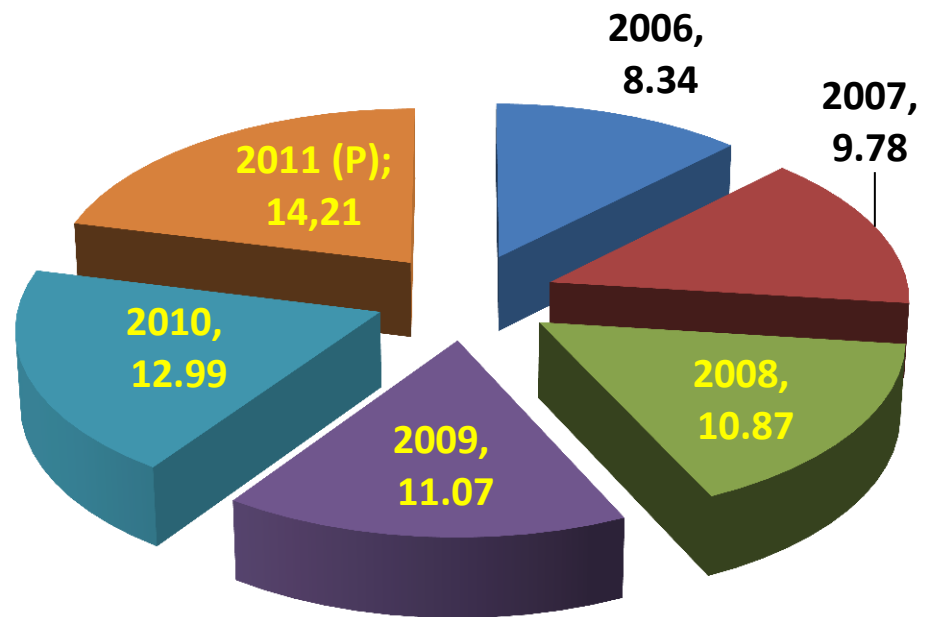
- **Indian HNI wants to go from commodity consumption to conspicuous consumption**



Indians spend around \$500 million on luxury goods every year outside the country. (*Fondazione Altagamma, Italian luxury goods industry trade association*)

Number of Indian Nationals Departing from India 2006-2011

Year	Outbound (Millions)
2006	8.34
2007	9.78
2008	10.87
2009	11.07
2010	12.99
2011 (P)	14.21
2016 (P)*	21.1



Source : Ministry of Tourism

*CAPA Projections

The Outbound Indian

- Total outbound spending will cross the US\$ 28 billion mark in 2020
- 28 million passport holders in the country.
- Indian international leisure travelers are in the 25-65 years age group, 65% being males, 35% females.
- They are well educated and belong to the upper socio-economic strata of society.
- Majority are married (75%) and have children living in the household.
- Two-thirds of leisure travelers tend to holiday abroad with family.

Source: Kuoni Travel Report India 2007



7.4 million passports issued in 2011

The Outbound Indian

Decision Influencers

The top five factors that influence destination selection for Indians

- Shopping
- Safety and security
- Variety of things to see and do
- Overall image of holiday destination
- Good tourist facilities
- Ease of obtaining visas



An average Indian traveler spent US\$1,700 dollar per trip, which amounts to a US\$15 billion Indian outbound market.

(Report by Nielsen along with PATA)

The Indian Duty Free Consumer

Psychographics

- **70% of outbound travelers are males in the age group 26-44**
- **76% of this group have high disposal incomes**
- **India private consumption 64% of GDP – higher than:**
 - Europe (58%),
 - Japan (55%)
 - China (42%)



Alcoholic drinks in India registered double-digit growth in 2010-2011, higher than the growth rates registered across the rest of the Asia Pacific countries.

The Indian Duty Free Consumer

Alcohol Consumption Patterns

- **Alcohol consumption will cross 19,000 million litres by 2015 at a YoY growth of 30% (ASSOCHAM).**
- **India's alcoholic beverage market will reach over US\$ 25.47 billion mark in 2015 from current size of about US\$ 9.22 billion (ASSOCHAM).**
- **Single-malt category grew 20.38% in India last year (Euromonitor).**
- **Luxury blended Scotch accounts for 26% of the total whisky consumption in India.**



The luxury spirits market accounts for a mere 0.8% of the alcoholic beverages market in India. But it is growing fast and is expected to reach 1.5% of the total market by 2015. (AT Kearney India 2011 luxury review)

The Indian Duty Free Consumer

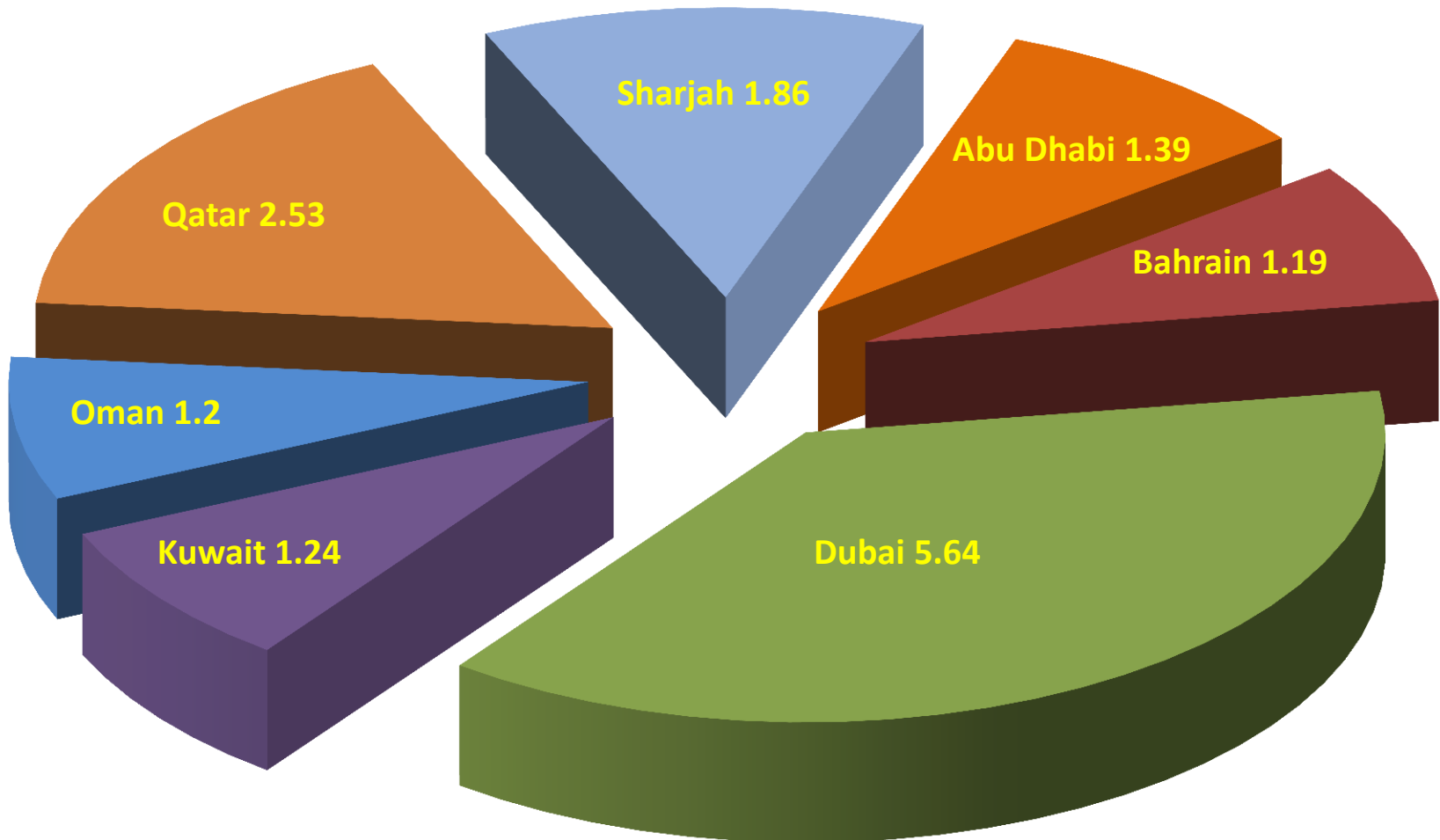
Perfume Usage Patterns

- Over 50% perfume sales account for gifting.
- The US\$ 327.52 million Indian deodorant and roll-on market is growing at about 55 % annually.
- The US\$ 272.93 million perfume market is growing at about 30 %. (*ASSOCHAM*).
- 60 % of the market is dominated by men's category (*ASSOCHAM*).
- Teenagers are the main consumers spending upto \$ 40 per month.



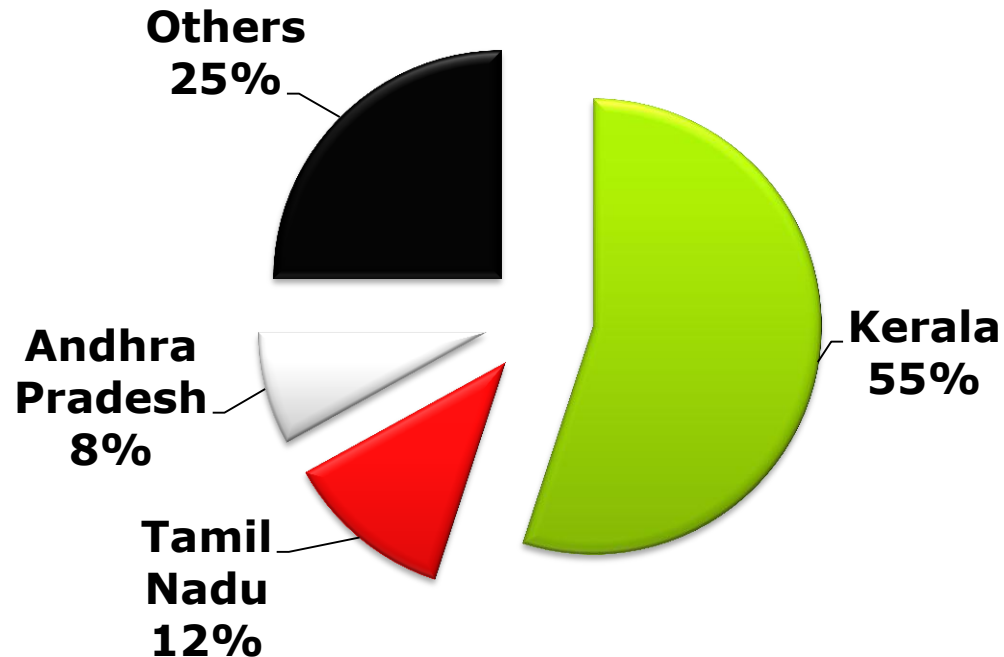
The Indian Fragrance Industry growing at a compounded annual growth rate (CAGR) of 40 %, is likely to reach US\$ 1.82 billion by the year 2015 (*ASSOCHAM*)

India - Middle East Annual Traffic *(in millions)*



There are 1.75 million Indians in Dubai

Regional Split



The estimated Indian population in the United Arab Emirates (UAE) as of 2009 census is two million. This constitutes about 35% of the total population of six million.

And air connections correspond to this demand

