

	<b>WORLD PRODUCTION</b>	2200 Crore pairs		
	<b>INDIA PRODUCTION</b>	210 crore pairs		
	<b>SHOE CONSUMPTION</b>			
	<b>World average per person</b>	3		
	<b>India Average</b>	1.6		
	<b>Developed nations like US</b>	6		
	<b>Market size:</b> <i>Currently around 72,000 crore and estimated to be 1 lakh crore by 2021.</i> <i>In 2014 , Market size was 30,000 crore.</i> <i>In 2019 , Market size is 70,000 crore.</i> <i>90% of our produce is consumed domestically. 10% exported.</i> <i>In 2014, 95% was consumed domestically and 5% exported</i>			
	<b>Summary</b> <i>India is the second largest producer in the world and third largest consumer in the world after US and China.</i>  <i>Our population currently is at approx 130 crores. In India , out of 210 crore since 90% is domestic market share that amounts to 189 crore pairs of shoes.</i>  <i>We are currently at 1.6 per person. If we increase our per person to even just 2% then the demand would go up to 260 crore pairs which is an increase of 36%. (not counting even the population growth which has been at 1.2% from 2010 to 2019)</i>  <i>If on a more optimistic note, our per person increases to global average of 3 pairs per person , we are looking at 360 crore pairs which is an increase of roughly 89% in demand.</i> <i>This is just an estimate for the domestic consumption not even global. Time window considered is 10 years.</i>  <i>Organised sector is 45%</i>  <i>Relaxo thus commands market share of 19% in the organised sector and revenue share of 7%</i> <i>Bata commands market share of 4% in the organised sector and revenue share of 9%</i>			