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The greeting cards market in India has been growing due to partnerships and strategic tie-ups with multi-brand outlets. Due to changing cultures, consumers are becoming aware of new greeting card occasions.

http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/greeting-cards-market-in-india-2011.html

The report begins with the market overview section providing the sales and growth of greeting cards market. The section also includes EXIM figures for greeting cards in India.

An analysis of the drivers explain the factors for growth of the industry including partnerships and strategic tie-ups, licensing agreements, use of electronic data interchange (EDI), increased demand for customized greeting cards and emergence of greeting card occasions. The key challenges include Easy access to internet and telecom for communicating greetings and people buying presents instead of cards. Key trends in the market have also been analyzed including diversification of greeting cards players, introduction of new range of cards, promotional activities and online greeting cards with shipping charges.

The competition section provides an overview of the competitive landscape of the market. It includes a brief profile of the major players including their business highlights, investments, expansions, financials etc. The key developments section covers the major happenings in the market. Market Analysis

For more information kindly visit :

Greeting Cards Market in India 2011

Or

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