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## 40. Retail Marketing Naturally beautiful

With the pandemic people have grown to find their way to organic practices and products. They are more conscious about what they choose to wear, eat, buy, and spend their money on. This is creating a vast space for new-age brands across industries to thrive. One such brand is Bail Naturals



## 42. Retail Opportunity SMBs: The case for Digital Transformation

While India's opportunity as an overall market is enlarging, the growing digital footprint in rural and semi-urban areas will deliver the next stage of modern retail expansion.

## 44. Research Euromonitor Reveals Top 10 Global Consumer Trends In 2022

Euromonitor's annual report defines the trends motivating consumer behaviour and challenging business strategies in the year ahead

## 6. National Newsmakers

A lowdown of what's happening in the retail industry (pan India) in the last one month



## 10. Retail Leader

'The scope for Innovation for Retail Shopping Experience is Limitless': Sandeep Raheja, Chairman, K Raheja Realty

K Raheja Realty has a proven track record of successful real estate development and real estate technology. Keeping pace with changing consumer expectations and emerging trends, they have introduced concepts to the market that include self-contained townships, IT parks, and super malls

## 36. Retail Spotlight

Building the Online-offline Connect

With a phygital first approach and a mindset to give the customers 'sound sleep' in a hygienic way, the brand has been constantly evolving since its inception



## COVER STORY (PAGE 14)

# VISION 2022

## ENVISIONING THE 'RETAIL GROWTH STORY' IN 2022

As the market is opening up for trade and the retailers are strategizing their next move, this year is also about putting the learnings from the last two years to perspective. Here's looking at what the CEOs and Founders of top retail brands are envisioning for their brands in 2022

