

India – is it the Next China?

The purpose of this report is to investigate whether India has the demographic potential to replicate the China model – that is achieve very high GDP growth (and with that household affluence) as a result of leveraging its large young labor force.

Many people jump to the conclusion that it has this potential because in their belief, India has:

- A large population (1.1 billion)
- Low cost labour force (average wage is US\$2,550 per annum)
- Educated labour force
- Growing domestic economy

Therefore it is the next China

This report examines whether this is possible – and why or why not.

Format

PowerPoint or PDF, about 45 pages

What it is useful for

- The key question this question answers is what is the relative potential in terms of consumer markets of India and China. Which offers the best potential for the next decade, and why? It also identifies some of the demographic risks associated with each country.

Content Overview

The report compares the two countries in terms of

- Overall age profile and how it will change over the next 20 years
- Population growth factors
- The nature of the household including number of people in it and age/lifecycle composition
- The relative level of education and provision of education
- Urbanization trends
- Overall size and growth of the labour force and occupation profile
- Household incomes
 - Average and per capita
 - Distribution of households by income and how this is expected to change by 2029
 - Number of affluent households (US\$8,000 +)
 - Expenditure pattern of households

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Summary; Overall Population Trends: [Total Population, Population Relative To The World, Current and Future Age Profile, Age Profile Relative To The World, Factors Affecting Total Births, Projected trend in total Births, Death Rates and Trends, Overall Population Dynamics, Population Growth Rate Relative To The World]; **The Household:** [Number of Households, Household Size, Household Size Relative To The World, Presence of Children In The Household]; **Lifecycle Profile of the Population** [Profile and Implications, Growth of Lifecycle Stages]; **Urbanisation** [Overall Trend, Urbanisation Relative To The World]; **Education** [Education Profile of Adults, Projected Demand for Education Facilities, Indexed Standard Relative To The World]; **Employment** [Working Age Population and Employed Population, Propensity to be Employed by Gender Relative To The World, Occupation Profile, Dependency Ratio, Dependency Ratio Relative To The World, Productivity Trend and GDP Implications, Return on Wages, Return on Wages Relative To The World]; **Household Incomes** [Overall Trend in Average Household Income, Average Household Income Relative To The World, Changing Distribution of Households by Income – National and separately for urban and rural households where available, Expenditure Pattern by Income Group for Total Households and urban and rural households where available, Expected Trend in Average Household Expenditure Over Time, Total Category Growth 2009 to 2029]; **Country Summary Profile**

Note that households, income distribution and expenditure pattern is available separate by urban and rural for the regions marked with a ‘*’ below.

Pricing

These reports retail for US\$450 each. However, if purchased together with the database for the same region then the price of the report is reduced to US\$200.

Payment

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- By email within 1 working day or
- Immediate if ordering from website

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