

Benefit from a rapid increase in gift and premium output in India



Published: November 2013

Revitalized demand from traditional markets in the West is driving the growth of the gifts and premiums industry in India. Over the past three years, revenue from product segments comprising the sector has been steadily rising largely because of improving economic conditions in these destinations.

Suppliers are also intent on expanding their reach in emerging markets such as the Asia-Pacific region, where free-trade agreements are set to be established in the coming year.

As a result of these developments, companies are optimistic of their short-term export prospects. Several manufacturers are expecting a double-digit increase in turnover. Growth is forecast to be sustained, and, consequently, none of the enterprises featured in this report expect foreign sales in the next 12 months to decline or remain flat.

This report focuses on the main types of gifts and premiums – craft gifts, promotional gifts and stationery.

What you'll get:

- ✓ In-depth profiles of 18 major suppliers with a comprehensive look at their product and pricing strategy, manufacturing and export capability, verified contact details, and more – this information is not available anywhere else
- ✓ 178 full-color images that depict popular export models of gifts & premiums, complete with product descriptions, prices, minimum order requirements and delivery times
- ✓ Verified supplier contact details of an additional 5 exporters, including names, e-mails, telephone numbers, websites and key products
- ✓ Supplier information in tabular format to help you compare suppliers at a glance
- ✓ Results of the custom-designed supplier survey, which forecasts industry trends for the next 12 months
- ✓ An extensive overview of the industry discussing the main challenges facing suppliers
- ✓ An in-depth examination of the supplier base highlighting key characteristics of the different types of companies
- ✓ Details of the primary production centers
- ✓ An update of the latest trends in design, R&D, materials and components
- ✓ A review of the key factors that influence the price and quality of low-end, midrange and high-end products
- ✓ Comprehensive pricing tables featuring export price ranges

Don't wait. To order this report please contact the representative who gave you this information pack right away.