

Simplifying the Indian Consumer Market Regional Consumer Report—East India

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Executive Summary

- The Eastern region of India has a current population of 312 million and represents 28 percent of the total Indian population.
- The expected growth rate of population for East India over 2007 to 2025 is lower than the expected Indian population growth rate over the same period.
- The rate of urbanization in the Eastern region of India is much lower than that of India.
- About 51.4 percent of the population of East India is male.
- Eastern India has a literacy rate of 59.7, which is much lower than the national literacy rate of 64.8.
- While male literacy is lower than the national average, female literacy in the East is much higher than the national average of 43.9.
- Workers account for 37.1 percent of the population of East India.
- The ratio of both male and female workers is lower than the averages for India.
- In 2004-05, East India is estimated to have spent USD 39,433 million, with USD 28,435 million having been spent in rural East India and USD 10,997 million having been spent in urban East India.
- Rural East India spends an average of \$125 per person per annum while urban East India spends about \$258.
- Nagaland has the highest per capita expenditure among all the Eastern states.
- Bihar has the lowest per capita annual expenditure in both rural and urban East India.
- There were about 5 million people in rural East India that, on an average, spent more than \$304 per annum in 2004-05; while about 22 million people spent in the range of \$181 - \$304 per person per annum.
- In urban East India, about 2 million people spent in the range of \$208 - \$363, while about 6 million spent in the range of \$363 - \$668 per person per annum.
- West Bengal has the highest number of persons belonging to the \$304 & more expenditure category in rural East India.
- Only a few of the rural Eastern states are socio-economically better off than an average Indian state.
- The average rural Eastern state is socio-economically worse off than the average for India.
- Mizoram is the most socio-economically advanced state among all the Eastern States.