

Simplifying the Indian Consumer Market Regional Consumer Report—South India

Table of Contents

Executive Summary	3
Introduction	4
Demographic Profile of South India.....	5
<i>Overall population of South India</i>	5
<i>State-wise population of South India</i>	5
<i>Rural and urban population of South India</i>	6
<i>Gender-wise population of South India</i>	7
<i>Literacy rates in South India</i>	8
<i>Worker population of South India</i>	9
Spending pattern of South India.....	10
<i>Total Annual Expenditure</i>	10
<i>Annual Per Capita Expenditure</i>	10
<i>Population Distribution by Per Capita Annual Expenditure</i>	11
Socio-economic Categorization of Southern States.....	13
Data Sources	14

Table of Figures

Figure 1: Overall Population of Southern Region and Rest of India, 2007 & 2025	5
Figure 2: State-wise Population of South India, 2007 & 2025	5
Figure 3: Area-wise Population of South India, 2007 & 2025.....	6
Figure 4: State and Area-wise Population of South India	6
Figure 5: Gender-wise Population of South India, 2007 & 2025.....	7
Figure 6: State and Gender-wise Population of South India	7
Figure 7: Gender-wise Literate Population of South India.....	8
Figure 8: State-wise Literate Population of South India	8
Figure 9: Gender-wise Worker Population of South India.....	9
Figure 10: State-wise Worker Population of South India	9
Figure 11: Total Annual Spending in South Indian States (2004-05, USD).....	10
Figure 12: State-wise Annual Per Capita Expenditure in Rural South India.....	10
Figure 13: State-wise Annual Per Capita Expenditure in Urban South India.....	11
Figure 14: Population Distribution of South India by Per Capita Annual Spending.....	11
Figure 15: State-wise Population Distribution of Rural South India by Per Capita Annual Spending.....	12
Figure 16: State-wise Population Distribution of Urban South India by Per Capita Annual Spending.....	12

Simplifying the Indian Consumer Market Regional Consumer Report—South India

Executive Summary

- The Southern region of India has a current population of 239 million and represents 21.2 percent of the total Indian population.
- The expected growth rate of population for South India over 2007 to 2025 is much lower than the expected Indian population growth rate over the same period.
- Thirty-six percent of Southern India is currently urbanized and by 2025 almost 42 percent of South India would be urbanized.
- South India has an almost equal male and female population.
- Southern India has a literacy rate of 70.0, which is much higher than the national literacy rate of 64.8.
- Female literacy in the South is much higher than the national average of 43.9.
- Workers account for 43.2 percent of the population of South India.
- Proportionately a higher share of the women in South India are workers than in the case of average for India.
- In 2004-05, South India is estimated to have spent USD 42,658 million, with USD 24,764 million having been spent in rural South India and USD 17,895 million having been spent in urban South India.
- Rural South India spends an average of \$169 per person per annum while urban South India spends about \$283.
- Rural Lakshadweep with an average per capita annual expenditure of \$345 leads the other Southern states.
- There were only about 11 million people in rural South India that, on an average, spent more than \$304 per annum in 2004-05; while about 26 million people spent in the range of \$181 and \$304 per person per annum.
- In urban South India, about 3 million people spent in the range of \$208 - \$363, while about 10 million spent in the range of \$363 - \$668 per person per annum.
- Kerala has the highest number of persons belonging to the \$304 & more expenditure category in rural South India.
- In urban South India, Tamil Nadu has the highest number of persons in the \$668 & more expenditure category.
- The average rural Southern state is socio-economically better off than average rural India.
- In the case of urban South India, Kerala, Lakshadweep and Andaman & Nicobar Islands are clearly socio-economically better off than an average urban Indian state.