

## Simplifying the Indian Consumer Market Regional Consumer Report—West India

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### Executive Summary

- West India, with a current population of 295 million, represents 26.2 percent of the total Indian population.
- This is only slightly smaller than the current population of USA of about 305 million.
- About 35 percent of Western India is urbanized. This is much higher than the average of 29 percent urbanization of India
- About 52 percent of the population in West India is male.
- Western India has a literacy rate of 69.1—much higher than the national literacy rate of 64.8.
- Males have a relatively impressive literacy rate of 80.4 and females have a literacy rate of 56.8.
- Workers account for only 42 percent of the population of West India.
- Proportionately a higher share of the women in West India are workers than in the case of average for India.
- In 2004-05, West India is estimated to have spent USD 73,222 million, with USD 50,582 million having been spent in rural West India and USD 22,640 million having been spent in urban West India.
- In absolute terms, rural West India spends more than double the amount spent by urban West India.
- Rural Daman & Diu with average per capita annual expenditure of \$305 beats all the other Western states.
- There were only about 8 million people in rural West India that, on an average, spent more than \$304 per annum in 2004-05; while about 27 million people spent in the range of \$181 and \$304 per person per annum.
- In urban West India, about 4 million people spent in the range of \$208 - \$363, while about 12 million spent in the range of \$363 - \$668 per person per annum.
- Maharashtra has the highest number of persons belonging to the \$304 & more expenditure category per capita per annum in rural West India.
- In urban West India, Maharashtra and Rajasthan have the highest number of persons in the \$668 & more expenditure category
- Majority of the rural Western states are better off than average India in terms of monthly per capita expenditure.
- In the case of urban West India, Goa is clearly socio-economically better off than an average Indian state, while urban MP and Rajasthan are socio-economically much worse off.