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Wellness Service Market in India to grow due to changing consumer lifestyle, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Wellness Services Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Hospitality Industry Series.

Mumbai, India – April 6, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Wellness Services Market in India 2010 report covering an industry which is expected to witness phenomenal growth. The rise in discretionary expenditure and changing consumer lifestyle is expected to fuel the demand for wellness services. The wellness sector in India is witnessing the entry of global players to capitalize on the rising growth opportunities in the market.

The overview section provides an introduction to the market including the estimated market size, growth, and the breakdown of the various segments. An analysis of drivers reveals that sedentary lifestyle increasing incidence of chronic diseases, increase in discretionary expense, growth in tourism, changing consumer lifestyle, government initiatives and growing awareness in corporate houses is driving growth in this sector. The key challenges identified are competition from unorganized players, lack of regulations and standards and lack of industry incentives.

The report discusses the current market trends including entry of international players, penetration in tier II and tier III cities, introducing in-house wellness products, participation of allied industries, increase in male clientele, emerging varieties of spas, emergence of training academes. The competitive landscape includes the profile, expansion plans of the domestic and foreign players. The report also covers other key developments in the sector.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

For more information please write to info@netscribes.com