

Not Your Father's India

An article in last month's World Apple Report, headed "Not Your Father's China," noted some of the dramatic changes in China in a generation. A recent report from USDA,FAS in India highlighted similar startling changes in that country. It cited a study from India's National Council of Applied Research that found that high income households in India outnumbered low income households for the first time in 2009-10.

In 2009-10, India had 46.7 million high income households and 41 million low income households. This compares with the situation in 2001-02 when India had only 13.8 million high income households out of a total of 188.2 million households, but had 65.2 million low income households. This has major implications for the potential of India as a market for many products.

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