



Article Side

Greeting Cards Market in India 2011 by [Bharatbook](#)

Article published on June 18th 2012 | [Business](#)

The greeting cards market in India has been growing due to partnerships and strategic tie-ups with multi-brand outlets. Due to changing cultures, consumers are becoming aware of new greeting card occasions.

<http://www.bharatbook.com/market-research-reports/consumer-goods-market-research-report/greeting-cards-market-in-india-2011.html>

The report begins with the market overview section providing the sales and growth of greeting cards market. The section also includes EXIM figures for greeting cards in India.

An analysis of the drivers explain the factors for growth of the industry including partnerships and strategic tie-ups, licensing agreements, use of electronic data interchange (EDI), increased demand for customized greeting cards and emergence of greeting card occasions. The key challenges include Easy access to internet and telecom for communicating greetings and people buying presents instead of cards. Key trends in the market have also been analyzed including diversification of greeting cards players, introduction of new range of cards, promotional activities and online greeting cards with shipping charges.

The competition section provides an overview of the competitive landscape of the market. It includes a brief profile of the major players including their business highlights, investments, expansions, financials etc. The key developments section covers the major happenings in the market. Market Analysis

For more information kindly visit :

Greeting Cards Market in India 2011

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: <http://twitter.com/#!/Sandhya3B>

<https://twitter.com/#!/bharatbook>

Article Source:

<http://www.articleside.com/business-articles/greeting-cards-market-in-india-2011.htm> - [Article Side](#)

[Bharatbook](#) - About Author:

Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:

India, Greeting Cards, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!