

INDIA

Total national household market \$1,421,921.7 million

Population 973.0 million

Households 183.3 million

BOP segment	Population			Annual expenditure		
	Total (millions)	Share (% of national)	Urban (% of segment)	Total (\$ millions)	Share (% of national)	Urban (% of segment)
BOP3000	31.5	3.2	67.6	89,836.0	6.3	72.4
BOP2500	68.3	7.0	53.4	159,043.6	11.2	62.4
BOP2000	147.0	15.1	37.4	264,285.7	18.6	45.4
BOP1500	309.0	31.8	19.8	394,937.0	27.8	28.2
BOP1000	349.0	35.9	8.2	288,957.9	20.3	13.8
BOP500	19.3	2.0	5.6	8,608.2	0.6	8.8
BOP total	924.1	95.0	22.0	1,205,668.5	84.8	31.1

BOP expenditure by sector

\$ (Boldface numbers are millions)	Total BOP	BOP							Urban / rural (% of BOP)
		BOP 500	BOP 1000	BOP 1500	BOP 2000	BOP 2500	BOP 3000		
Food	850,246.0	6,335.2	216,214.1	286,721.4	182,228.3	103,399.5	55,347.5	26/74	
Per capita	920	328	620	928	1240	1514	1757		
Per household	4640	1772	3616	4610	5607	6229	6448		
Housing	30,125.1	27.1	1,383.0	5,588.8	8,479.6	8,230.2	6,416.4	100/0	
Per capita	33	1	4	18	58	121	204		
Per household	164	8	23	90	261	496	748		
Water	1,213.2	2.5	117.9	268.7	350.3	294.7	179.1	69/31	
Per capita	1	0	0	1	2	4	6		
Per household	7	1	2	4	11	18	21		
Energy	142,046.4	1,223.8	36,244.6	46,683.1	30,438.1	17,718.7	9,737.9	30/70	
Per capita	154	63	104	151	207	259	309		
Per household	775	342	606	751	937	1067	1135		
Household goods	21,028.6	151.9	4,762.4	6,696.3	4,571.1	3,013.6	1,833.1	29/71	
Per capita	23	8	14	22	31	44	58		
Per household	115	43	80	108	141	182	214		
Health	35,112.5	145.2	6,664.4	11,395.3	8,580.7	5,403.0	2,923.9	27/73	
Per capita	38	8	19	37	58	79	93		
Per household	192	41	111	183	264	325	341		
Transportation	24,844.2	85.2	3,250.2	6,600.6	6,256.7	5,162.7	3,488.8	36/64	
Per capita	27	4	9	21	43	76	111		
Per household	136	24	54	106	193	311	406		
ICT	7,767.5	9.4	355.3	1,283.9	2,042.9	2,396.1	1,679.9	51/49	
Per capita	8	0	1	4	14	35	53		
Per household	42	3	6	21	63	144	196		
Education	14,117.3	26.2	1,575.8	3,605.0	3,820.4	2,958.8	2,131.2	50/50	
Per capita	15	1	5	12	26	43	68		
Per household	77	7	26	58	118	178	248		
Other	79,167.6	601.7	18,390.2	26,093.9	17,517.7	10,466.1	6,098.0	29/71	
Per capita	86	31	53	84	119	153	194		
Per household	432	168	308	420	539	630	710		
Total	1,205,668.5	8,608.2	288,957.9	394,937.0	264,285.7	159,043.6	89,836.0	29/71	

Note: All dollar amounts in 2005 PPP

Household expenditure by sector

	National (\$ millions)	BOP (%)
Food	965,108.6	88.1
Housing	62,123.3	48.5
Water	1,723.1	70.4
Energy	162,903.5	87.2
Household goods	26,692.0	78.8
Health	41,178.1	85.3
Transportation	35,022.0	70.9
ICT	14,758.8	52.6
Education	19,838.6	71.2
Other	92,573.7	85.5
Total	1,421,921.7	84.8

Sector shares of household expenditure (%)

	National (%)	BOP (%)
Food	67.9	70.5
Housing	4.4	2.5
Water	0.1	0.1
Energy	11.5	11.8
Household goods	1.9	1.7
Health	2.9	2.9
Transportation	2.5	2.1
ICT	1.0	0.6
Education	1.4	1.2
Other	6.5	6.6
Total	100.0	100.0