

PRESCHOOL MARKET POTENTIAL IN INDIA

The current preschool market size in India is INR 25,000 Crore. By 2022, this market is set to grow at a CAGR of 23%. However, the penetration of preschools in India is quite low. As compared to 100% in France and Scotland, the gross enrollment ratio in India is just 10.9%. Surprisingly, only 1.4 million out of 13 million preschool aged children currently attend a preschool in India.

With growing awareness in tier-2/3 cities, penetration rate of preschool segment is expected to go up to 25%. In this, branded preschool segment is set to contribute 33.83% to the total preschool industry in India.

Hence, this is the right time to invest in or franchise with an established preschool brand. It's a respectable yet lucrative opportunity for budding entrepreneurs or young investors who would like to get great returns at low investment.

Source: Franchise Research & Analysis

