**Abstract**

Abstract - Green marketing is the marketing of commodities that are speculated to be environmentally safe. The tremendous development in green marketing has made a new way for the companies to develop their co-brand products into separate line, lauding the green-friendliness of some while ignoring that of others. Today, customers are aware of green products, so the marketers are using various techniques to capture the market. Retailers are finding an opportunity to develop their product’s performance and strengthen customer’s loyalty. As an outcome of this the businesses have increased their rate of target consumers who are really care about the environment. Consumers are also aware of environmental issues and interested in their purchasing eco friendly products. This paper discusses about green marketing in retail, benefits, challenges and about green manufacturers and customers those who concerned about the environment. The paper also identifies the various ways to explore the challenges and opportunities that the retailers have with green marketing. The paper also tells about the current trends of green marketing and explains the reason why companies are adopting it and future of green marketing.