

# Savory Snacks in India to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the savory snacks market in India. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

- \* Contains information on five categories: nuts and seeds, other savory snacks, popcorn, potato chips and processed snacks
- \* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- \* Category level company and brand share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the savory snacks market, including company overview, key facts and business description

### Highlights

The market for savory snacks in India increased at a compound annual growth rate of 17.4% between 2004 and 2009.

The potato chips category led the savory snacks market in India, accounting for a share of 45.7%.

Leading players in the Indian savory snacks market are PepsiCo, Inc. and Haldiram Manufacturing Co.Pvt.Ltd.

## **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the savory snacks market in India
- \* Design effective marketing and sales strategies by identifying key market categories and segments
- \* Identify key players within the market to plan lucrative M&A, partnerships and agreements

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