

India Edible Oil Market Outlook to 2019 - Growing Demand and Potential of Branded Players to Steer Growth

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Abstracts

The report titled “India Edible Oil Market Outlook to 2019 – Growing Demand and Potential of Branded Players to Steer Growth” provides a comprehensive analysis of the various aspects such as market size of India edible oil Industry, palm oil, soyabean oil, sunflower oil, mustard oil, rice bran oil, blended oil, groundnut oil and cottonseed oil market. The report also covers the market shares of major edible oil brands in India as well as the revenues of major players in the edible oil market.

Edible oil industry in India, which is hugely driven by import of edible oils, registered revenues of INR ~ billion in FY’2012. With an increase in consumption of edible oil in the country, the revenue of edible oil had inclined by 30.8% compared to FY’2011. Each segment in the edible oil industry is subject to a gamut of different factors such as price hikes and change in government policies plays an important role in determining their respective revenues. The edible oil industry in India has grown at a CAGR of 13.1% from INR ~ billion in FY’2009 to INR ~ billion in FY’2014. The competition in India edible oil market is highly fragmented owing to the presence of large number of organized and unorganized players. The major players are Cargill, Adani Wilmar, Ruchi Soya, Agrotech Foods, and others.

India is the second largest producer of rice bran oil after China and the country has the potential to produce more than 1.4 million tonnes of rice bran oil. Rice bran oil market in India is still at its nascent stage, but the segment has showcased immense growth in the past few years. In FY’2012, the market for rice bran oil in India grew at a sizeable growth rate of 14.0%. Adani Wilmar is the leading player in the Rice Bran oil segment. A large proportion of the rice bran oil market is dominated by regional and local players

Sunflower oil market in India has showcased a promising growth in revenues during the past few years. The sunflower oil market revenues during the period FY'2009-FY'2014 has surged at a healthy CAGR of 3.2%. The market for Sunflower oil in India has been dominated by Kauleeshwari. Ruchi Soya, Cargill, Adani Wilmar and other players such as Rasoya proteins, Kaneriya Oil industries, local and regional players as well as imported brands also command a substantial proportion in the overall market.

Blended Oil market in India has showcased a healthy and steady growth during the span of last five years FY'2009-FY'2014. The market for blended oil in India has been largely subjugated by organized players which has accounted for major share in the overall market. The organized market which incorporates branded players such as Agrotech Foods, Marico and Adani Wilmar also has a strong regional dominance in the country.

The edible oil market is expected to be dominated by various national and multinational players due to the increasing import dependence of the country in the near future. Rice bran and blended oil market are expected to be the fastest growing categories in the entire edible oil segment with Oils such as Mustard, Sunflower, Groundnut and Cottonseed tend to remain region specific in the near future with a moderate fluctuation in their prices

Key Topics Covered in the Report:

The market size of the India Edible Oil, Palm Oil, Soyabean Oil, Mustard Oil, Sunflower Oil, Groundnut Oil, Cottonseed Oil, Rice Bran Oil, Blended Oil Market

Market segmentation of India Edible Oil market on the basis of types of oils

Market segmentation of Palm Oil, Soyabean Oil, Mustard Oil, Sunflower Oil, Groundnut Oil, Cottonseed Oil, Rice Bran Oil, Blended Oil market on the basis of geography and sector

Trends and Development in the India Edible Oil Industry.

Market Share of Major Brands by North, South, East, West region

Competitive landscape and detailed company profiles of the major manufacturers of edible oil in India Edible Oil Industry

Future outlook and projections of the India Edible Oil Industry- Palm Oil, Soyabean Oil, Mustard oil, Sunflower Oil, Rice Bran, Groundnut Oil, Cottonseed Oil, Blended Oil on the basis of revenues in the India.

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