

India Packaged Food Industry Outlook to FY'2018 - Ready to Eat Snacks to Drive Future Growth

<https://marketpublishers.com/r/IDDAC412299EN.html>

Date: June 2013

Pages: 152

Price: US\$ 720.00 (Single User License)

ID: IDDAC412299EN

Abstracts

The report titled “India packaged food Industry Outlook to FY’2018 – Ready to Eat Snacks to Drive Future Growth” provides a comprehensive analysis of the market size of India packaged food industry, market segmentation on the basis of ready to eat and semi processed foods by different categories on the basis of revenue. The report also entails the market share and company profiles of major players operating in packaged biscuits, breads, Chocolates, Snacks (Potatoes Wafer, Bridge Snacks) Ice Cream, Noodles, Breakfast Cereals, Oats, Instant Soup business in India. The report also provides the major trends and developments of the packaged food industry in India over the years. Future analysis of this market in the country is provided on the basis of revenue over the next five years along with the analysis of all the segments of the market.

Busier lifestyles resulting in the demand for convenience products are persistently providing a major thrust to the growth in the packaged food sector in India. The Indian cooking styles have undergone considerable changes over the past few years owing to the advent of modern technology and several other changes such as urbanization, busier lifestyles, increase in female work population and augmenting nuclear families. People have been increasingly shifting to ready to eat food items in order to save time involved in preparing meals.

With the growing media awareness, literacy rates and standard of living, people have grown more responsive towards the health and hygiene standards associated with food products. There has been a shift witnessed in the customers focus from price to quality in the recent years, particularly in the urban and a few semi urban areas. Consumers have been drifting from openly or loosely sold food products to the consumption of hygienically packaged fortified foods. The packaged food market in India has grown at a

remarkable rate of 15.6% over the period FY'2007- FY'2013.

India packaged food industry has expanded at an unparalleled growth rate over the last few years. The market for packaged food in India was valued at USD ~ million in FY'2013 as compared to USD ~ million in FY'2007.

Packaged food industry in India has been dominated by ready to eat market capturing a share of ~% in the overall market in FY'2013. The ready to eat market includes bakery, confectionaries, snacks and ice creams which contributed ~%, ~%, ~% and ~% respectively to the overall industry revenue in FY'2013. The contribution of bakery was noted to be highest at ~% in FY'2013. Parle, Britannia and ITC are some of the major players operating in the biscuit market holding market share of ~%, ~% and ~% respectively in FY'2013.

The semi-processed segment mainly consists of instant noodles, breakfast cereals, frozen foods and instant soups. Instant noodle was the major contributor of the revenue of semi processed packaged food market at ~% in FY'2013. Nestle Maggi, ITC Sunfeast and Nissin top Ramen have been the leading players in noodles market in India capturing a market share of ~%, ~% and ~% respectively in FY'2013. The consumption of breakfast cereals has become a trend among the Indians and is swiftly gaining its foothold in the packaged food industry in India. The market for breakfast cereals in India has been predominantly held by cold cereals accounting for a share of ~% followed by hot cereals such as oats, porridge and others holding ~% in the market revenue in FY'2013.

Britannia industries limited, was the leading player in the packaged food sector in India with a share of ~% followed by Cadbury India with a contribution of ~% in FY'2013. Parle products, was observed to be the third largest player with a share of ~% to the overall packaged foods revenues in India. ITC, Nestle India, Frito lay India and others are some of the important players operating in the space.

Key Topics Covered in the Report:

Market Size of India Packaged Food Industry, FY'2007-FY'2013.

Market Segmentation of India Packaged Food by Ready to Eat and Semi Processed Food, Rural and Urban Demand and Region wise Demand

Market Size of Ready to Eat Market, FY'2007-FY'2013

Market Segmentation of Ready to Eat Market by Bakery, Confectionery, Snacks and Ice-cream, FY'2007-FY'2013

Market Segmentation of Bakery products by Biscuits and Bread, FY'2007-FY'2013

Market Segmentation of Confectionery by Candy, Chocolates and Gum, FY'2007-FY'2013

Market Size of Semi-processed Food Market, FY'2007-FY'2013

Market Segmentation of Semi-Processed Food Market by Instant Noodles, Breakfast Cereals, Frozen Foods and Instant Soups, FY'2007-FY'2013

Market Segmentation of Packaged Breakfast Cereals by Hot and Cold Cereals, FY'2012-FY'2013

Market Segmentation of Packaged Breakfast Cereals by Cornflakes, Oats and Others

Market Share of Major Players in India packaged Food Industry, FY'2009-FY'2013

Market Share of Major Players in Biscuits, Snacks, Chocolates, Potato Wafers, Ice Cream, Cereals Market

Trends and Developments of India Packaged Food Market.

Profiles of Major Players Operating in the Packaged Food Business in India

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About

India Packaged Food Industry Market Size, FY'2007-FY'2013

The packaged food industry in India has grown at a CAGR of 15.6% from USD ~ million in FY'2007 to USD ~ million in FY'2013. From FY'2011 onwards, the packaged food industry in India experienced a moderate rate of growth compared to previous years, primarily influenced by an unprecedented hike in the level of food inflation coupled with...

India Packaged Food Market Segmentation, FY'2007-FY'2013

The packaged food industry in India has been largely dominated by the ready to eat segment, which contributed the lion's share of ~% in the overall revenue of the industry in FY'2013.

Bakery category, mainly led by massive sales of biscuits was the major contributor to the revenues from ready to eat segment, with a share of ~% in FY'2013, followed by confectionery, snacks and ice cream with the shares of ~%, ~% and 8.9%, respectively...

This growth in the semi processed food category has been mainly on account of changing demographics...

Northern region witnessed the majority of the revenues from the sales of packaged food in fiscal year 2013. The contribution of the Northern region including states such as Delhi, Punjab, Haryana and others, to the overall industry for packaged foods was recorded to be ~%, followed by the Western region with a share amounting to ~% in FY'2013. Apart from augmenting disposable incomes.... are the key factors driving the growth of packaged foods in the aforementioned regions...

India Ready to Eat Market Segmentation, FY'2007- FY'2013

India ready to eat market is segregated into four major segments comprising of bakery, confectionery, snacks and ice-cream. The bakery segment, which has been largely dominated by the biscuits category, contributed the largest share to the overall sales in the ready to eat market in India in the fiscal year 2013. In FY'2013, the contribution of bakery to the overall ready to eat market revenue was ~%, followed by the confectionery with ~%, snacks with ~% and ice-cream with ~% share.

The confectionery segment mainly led by candy has showcased growth in its ready to eat market share from FY'2009 to FY'2013. There has been surging demand for snack products among the students as well as the working professionals in the recent years. The Indian snacks market has augmented remarkably at the CAGR of 27.4% during FY'2007-FY'2013, attributing to an increased consumption of western snacks including ... The market share of snacks in the overall ready to eat market showcased an incremented stupendously from ~% in FY'2007 to ~% FY'2013. The contribution of packaged ice cream in ready to eat market had remained relatively stagnant during FY'2007-FY'2013, registering a compound annual growth rate of ~%.

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