

# India Food and Drink Report Q2 2016

<https://marketpublishers.com/r/I85682F383DEN.html>

Date: March 2016

Pages: 73

Price: US\$ 1,295.00 (Single User License)

ID: I85682F383DEN

## Abstracts

**BMI View:** Over the long-term, India offers one of the most attractive consumer bases globally, benefitting from a large and young population, rapid urbanisation and rising incomes. This will drive consumption of processed food, as well as soft and alcoholic beverages. Nevertheless, severe operating and regulatory challenges remain, hampering industry dynamism and limiting investment in some sectors such as mass grocery retail.

### Latest Updates & Industry Developments

Food sales will expand at a rapid pace throughout our forecast period to 2020, benefiting from population growth and rising incomes. The expansion of the middle class will enable consumers to diversify their diets and incorporate more discretionary foodstuff.

The drinks industry will also benefit from similar dynamics. With consumer preferences not as dynamic as in other Asian markets, carbonated soft drinks will continue to experience rapid growth, although the sector is at risk of the introduction of a tax on sugary drinks.

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