

Indian Organic Food & Beverages Market: Trends & Opportunities (2012 - 2017)

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Abstracts

India has historically been an organic farming based agricultural country, but the scarcity of food crops as a result of growing population changed the fundamentals. The Green Revolution program came into existence and saved the country from the scarcity of crops in the country. The concept of consumption of organic food started in the developed nations, however, the trend is gaining importance in the developing countries such as India as well. India is one of the largest exporters of organic food and is fast becoming a big consumer as well.

Organic food is priced higher than the conventional food produced since the cost of production is higher in case of the former. However, for a value conscious country like India this hampers the growth opportunities of organic food market in India. People in the developed nations are more inclined towards processed food items in comparison to the consumers in developing nations who prefer fresh fruits & vegetables. The case is quite similar with organic foods as well wherein these food items have a higher demand in developed nations.

The global organic food & beverages market has witnessed healthy growth rates in past decade as a result of better demand from the developed nations of the world. However, the financial crises of 2008 resulted in a slow growth of the market. The market is back on track after the effects of recession are slowing showing signs of fading away.

Globally, the Oceania and European region had major contribution in demand of organic food & beverages. According to estimates, India has the highest number of organic farmers around the globe. The huge population of the country has a major role to play in the same. The proportion of organic farmers to non-organic farmers is still low and scope for development still pertains. In India, Mumbai and Delhi region remain to be the

highest contributors in the demand of organic food market.

The report analyzes the global market for organic foods and also discusses some of the major regional markets. The report presents the key trends, growth drivers and major issues and challenges being faced in the Indian organic food and beverages industry. It also profiles major players, including Organic India, Conscious Foods, Ecofarms, Morarka Organic, Sresta Natural Bioproducts Pvt. Ltd. '24 Letter Mantra', Navdanya, Fabindia Overseas Private Limited, along with their strategies for growth.

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