

McCain Foods India Pvt Ltd in Packaged Food (India)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M972FCDE311EN

Abstracts

McCain Foods India previously focused mainly on sales for out-of-home consumption, as the bulk of its business was contributed by quick-service restaurants, hotels and cafés, such as McDonald's, KFC, Pizza Hut and Indian Hotels. The company has now set its eyes on the huge at-home consumption market, which is waiting to be tapped, as more and more Indians shed their inhibitions about packaged food. Over the forecast period the company aims to double its business in ready meals and frozen...

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