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The 2023-2028 Outlook for Canned Ready Meals in India

https://marketpublishers.com/r/2F946BC9C2FDEN.html
Date: September 2022
Pages: 400
Price: US$ 595.00 (Single User License)
ID: 2F946BC9C2FDEN

Abstracts

This study covers the latent demand outlook for canned ready meals across the states, union territories, and cities of India. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 4,900 cities in India. For each city in question, the percent share the city is of its state or union territory and of India as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-?-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state, union territory, and city, latent demand estimates are created for canned ready meals. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of canned ready meals as including all commonly understood products falling within this broad category, such as combinations of meat with vegetable, rice, or pasta packaged in cans and glass jars which are sold as a complete meal and only require reheating, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Dinty Moore and Stagg. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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Contents

1 INTRODUCTION

1.1 OVERVIEW
1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
1.3 THE METHODOLOGY
  1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION
  1.3.2 STEP 2. FILTERING AND SMOOTHING
  1.3.3 STEP 3. FILLING IN MISSING VALUES
  1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION
  1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION
  1.3.6 STEP 6. AGGREGATION AND BENCHMARKING
1.4 FREQUENTLY ASKED QUESTIONS (FAQ)
  1.4.1 CATEGORY DEFINITION
  1.4.2 UNITS
  1.4.3 METHODOLOGY

2 SUMMARY OF FINDINGS

2.1 LATENT DEMAND IN INDIA
2.2 TOP 100 CITIES SORTED BY RANK
2.3 LATENT DEMAND BY YEAR IN INDIA

3 ANDAMAN & NICOBAR ISLANDS

3.1 LATENT DEMAND BY YEAR - ANDAMAN & NICOBAR ISLANDS
3.2 CITIES SORTED BY RANK - ANDAMAN & NICOBAR ISLANDS
3.3 CITIES SORTED BY DISTRICT - ANDAMAN & NICOBAR ISLANDS

4 ANDHRA PRADESH

4.1 LATENT DEMAND BY YEAR - ANDHRA PRADESH
4.2 CITIES SORTED BY RANK - ANDHRA PRADESH
4.3 CITIES SORTED BY DISTRICT - ANDHRA PRADESH

5 ARUNACHAL PRADESH

5.1 LATENT DEMAND BY YEAR - ARUNACHAL PRADESH

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5.2 CITIES SORTED BY RANK - ARUNACHAL PRADESH
5.3 CITIES SORTED BY DISTRICT - ARUNACHAL PRADESH

6 ASSAM

6.1 LATENT DEMAND BY YEAR - ASSAM
6.2 CITIES SORTED BY RANK - ASSAM
6.3 CITIES SORTED BY DISTRICT - ASSAM

7 BIHAR

7.1 LATENT DEMAND BY YEAR - BIHAR
7.2 CITIES SORTED BY RANK - BIHAR
7.3 CITIES SORTED BY DISTRICT - BIHAR

8 CHANDIGARH

8.1 LATENT DEMAND BY YEAR - CHANDIGARH
8.2 CITIES SORTED BY RANK - CHANDIGARH
8.3 CITIES SORTED BY DISTRICT - CHANDIGARH

9 CHHATTISGARH

9.1 LATENT DEMAND BY YEAR - CHHATTISGARH
9.2 CITIES SORTED BY RANK - CHHATTISGARH
9.3 CITIES SORTED BY DISTRICT - CHHATTISGARH

10 DADRA & NAGAR HAVELI

10.1 LATENT DEMAND BY YEAR - DADRA & NAGAR HAVELI
10.2 CITIES SORTED BY RANK - DADRA & NAGAR HAVELI
10.3 CITIES SORTED BY DISTRICT - DADRA & NAGAR HAVELI

11 DAMAN & DIU

11.1 LATENT DEMAND BY YEAR - DAMAN & DIU
11.2 CITIES SORTED BY RANK - DAMAN & DIU
11.3 CITIES SORTED BY DISTRICT - DAMAN & DIU

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12 DELHI

12.1 LATENT DEMAND BY YEAR - DELHI
12.2 CITIES SORTED BY RANK - DELHI
12.3 CITIES SORTED BY DISTRICT - DELHI

13 GOA

13.1 LATENT DEMAND BY YEAR - GOA
13.2 CITIES SORTED BY RANK - GOA
13.3 CITIES SORTED BY DISTRICT - GOA

14 GUJARAT

14.1 LATENT DEMAND BY YEAR - GUJARAT
14.2 CITIES SORTED BY RANK - GUJARAT
14.3 CITIES SORTED BY DISTRICT - GUJARAT

15 HARYANA

15.1 LATENT DEMAND BY YEAR - HARYANA
15.2 CITIES SORTED BY RANK - HARYANA
15.3 CITIES SORTED BY DISTRICT - HARYANA

16 HIMACHAL PRADESH

16.1 LATENT DEMAND BY YEAR - HIMACHAL PRADESH
16.2 CITIES SORTED BY RANK - HIMACHAL PRADESH
16.3 CITIES SORTED BY DISTRICT - HIMACHAL PRADESH

17 JAMMU & KASHMIR

17.1 LATENT DEMAND BY YEAR - JAMMU & KASHMIR
17.2 CITIES SORTED BY RANK - JAMMU & KASHMIR
17.3 CITIES SORTED BY DISTRICT - JAMMU & KASHMIR

18 JHARKHAND

18.1 LATENT DEMAND BY YEAR - JHARKHAND

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18.2 CITIES SORTED BY RANK - JHARKHAND
18.3 CITIES SORTED BY DISTRICT - JHARKHAND

19 KARNATAKA

19.1 LATENT DEMAND BY YEAR - KARNATAKA
19.2 CITIES SORTED BY RANK - KARNATAKA
19.3 CITIES SORTED BY DISTRICT - KARNATAKA

20 KERALA

20.1 LATENT DEMAND BY YEAR - KERALA
20.2 CITIES SORTED BY RANK - KERALA
20.3 CITIES SORTED BY DISTRICT - KERALA

21 LAKSHADWEEP

21.1 LATENT DEMAND BY YEAR - LAKSHADWEEP
21.2 CITIES SORTED BY RANK - LAKSHADWEEP
21.3 CITIES SORTED BY DISTRICT - LAKSHADWEEP

22 MADHYA PRADESH

22.1 LATENT DEMAND BY YEAR - MADHYA PRADESH
22.2 CITIES SORTED BY RANK - MADHYA PRADESH
22.3 CITIES SORTED BY DISTRICT - MADHYA PRADESH

23 MAHARASHTRA

23.1 LATENT DEMAND BY YEAR - MAHARASHTRA
23.2 CITIES SORTED BY RANK - MAHARASHTRA
23.3 CITIES SORTED BY DISTRICT - MAHARASHTRA

24 MANIPUR

24.1 LATENT DEMAND BY YEAR - MANIPUR
24.2 CITIES SORTED BY RANK - MANIPUR
24.3 CITIES SORTED BY DISTRICT - MANIPUR

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25 MEGHALAYA

25.1 LATENT DEMAND BY YEAR - MEGHALAYA
25.2 CITIES SORTED BY RANK - MEGHALAYA
25.3 CITIES SORTED BY DISTRICT - MEGHALAYA

26 MIZORAM

26.1 LATENT DEMAND BY YEAR - MIZORAM
26.2 CITIES SORTED BY RANK - MIZORAM
26.3 CITIES SORTED BY DISTRICT - MIZORAM

27 NAGALAND

27.1 LATENT DEMAND BY YEAR - NAGALAND
27.2 CITIES SORTED BY RANK - NAGALAND
27.3 CITIES SORTED BY DISTRICT - NAGALAND

28 ORISSA

28.1 LATENT DEMAND BY YEAR - ORISSA
28.2 CITIES SORTED BY RANK - ORISSA
28.3 CITIES SORTED BY DISTRICT - ORISSA

29 PONDICHERRY

29.1 LATENT DEMAND BY YEAR - PONDICHERRY
29.2 CITIES SORTED BY RANK - PONDICHERRY
29.3 CITIES SORTED BY DISTRICT - PONDICHERRY

30 PUNJAB

30.1 LATENT DEMAND BY YEAR - PUNJAB
30.2 CITIES SORTED BY RANK - PUNJAB
30.3 CITIES SORTED BY DISTRICT - PUNJAB

31 RAJASTHAN

31.1 LATENT DEMAND BY YEAR - RAJASTHAN

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31.2 CITIES SORTED BY RANK - RAJASTHAN
31.3 CITIES SORTED BY DISTRICT - RAJASTHAN

32 SIKKIM

32.1 LATENT DEMAND BY YEAR - SIKKIM
32.2 CITIES SORTED BY RANK - SIKKIM
32.3 CITIES SORTED BY DISTRICT - SIKKIM

33 TAMIL NADU

33.1 LATENT DEMAND BY YEAR - TAMIL NADU
33.2 CITIES SORTED BY RANK - TAMIL NADU
33.3 CITIES SORTED BY DISTRICT - TAMIL NADU

34 TRIPURA

34.1 LATENT DEMAND BY YEAR - TRIPURA
34.2 CITIES SORTED BY RANK - TRIPURA
34.3 CITIES SORTED BY DISTRICT - TRIPURA

35 UTTAR PRADESH

35.1 LATENT DEMAND BY YEAR - UTTAR PRADESH
35.2 CITIES SORTED BY RANK - UTTAR PRADESH
35.3 CITIES SORTED BY DISTRICT - UTTAR PRADESH

36 UTTARAKHAND

36.1 LATENT DEMAND BY YEAR - UTTARAKHAND
36.2 CITIES SORTED BY RANK - UTTARAKHAND
36.3 CITIES SORTED BY DISTRICT - UTTARAKHAND

37 WEST BENGAL

37.1 LATENT DEMAND BY YEAR - WEST BENGAL
37.2 CITIES SORTED BY RANK - WEST BENGAL
37.3 CITIES SORTED BY DISTRICT - WEST BENGAL

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