

Pan Masala Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022

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Abstracts

The custom of chewing breath fresheners after meals has a very long history, particularly in India. Pan masala is a balanced mixture of areca nuts (also known as supari), catechu, cardamom, lime, flavouring agents and some natural perfuming materials. It is widely used to remove the bad odour of the mouth by providing a fresh breath and comes in attractive user-friendly packets and containers. Despite its growing demand in rural areas, pan masala is gaining prominence in urban areas of India. Factors like its immense popularity, constantly increasing disposable incomes, convenient packaging, aggressive advertising campaigns by manufacturers and the large-scale switching of consumers from tobacco products to pan masala are currently encouraging the growth of pan masala market. According to IMARC group, the pan masala market has reached values worth around INR 35,459 Crores in 2016 growing at a CAGR of 16.5% during 2009-2016.

IMARC's latest study "Pan Masala Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022" has segmented the pan masala market on the basis of types and importing countries. Among the various types of pan masala available in the Indian market, pan masala containing tobacco represents the dominating type accounting for more than 50% of the entire market. Pan masala containing tobacco is followed by plain pan masala and flavoured pan masala. The Indian exports of pan masala are dominated by UAE accounting for around one-third of the total export values. UAE is followed by USA, Singapore, Afghanistan, South Africa, Saudi Arabia and Malaysia. The report has also analysed some of the key players operating in the market. Rajnigandha represents the largest manufacturer of pan masala followed by RMD, Pan Vilas and Pan Parag.

pan masala market report

The report provides a comprehensive analysis for setting up a pan masala manufacturing plant. The study covers all the requisite aspects of the Indian pan masala market and provides an in-depth analysis of the market, industry performance, processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who are planning to foray into the pan masala industry in any manner.

KEY QUESTIONS ANSWERED IN THIS REPORT:

How has the pan masala market performed so far and how will it perform in the coming years?

What are the various types of pan masala?

What are the various stages in the value chain of the pan masala industry?

What are the key driving factors and challenges in the pan masala industry?

What is the degree of competition in the pan masala industry?

What are the profit margins in the pan masala industry?

What are the key requirements for setting up a pan masala manufacturing plant?

How is pan masala manufactured?

What are the various unit operations involved in a pan masala plant?

What is the total size of land required for setting up a pan masala plant?

What are the machinery requirements for setting up a pan masala plant?

What are the raw material requirements for setting up a pan masala plant?

What are the packaging requirements for pan masala?

What are the transportation requirements for pan masala?

What are the utility requirements for setting up a pan masala plant?

What are the manpower requirements for setting up a pan masala plant?

What are the infrastructure costs for setting up a pan masala plant?

What are the capital costs for setting up a pan masala plant?

What are the operating costs for setting up a pan masala plant?

What will be the income and expenditures for a pan masala plant?

What is the time required to break-even?

Contents

1 PREFACE

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

5 GLOBAL PAN MASALA INDUSTRY

5.1 Market Overview

5.2 Market Performance

5.2.1 Value Trends

5.3 Market Breakup by Type

5.4 Top Pan Masala Importing Countries

5.5 Key Ingredients used by Major Pan Masala Manufacturers

5.6 Market Forecast

5.7 SWOT Analysis

5.7.1 Strengths

5.7.2 Weaknesses

5.7.3 Opportunities

5.7.4 Threats

5.8 Value Chain Analysis

5.9 Porter's Five Forces Analysis

5.9.1 Overview

5.9.2 Bargaining Power of Buyers

5.9.3 Bargaining Power of Suppliers

5.9.4 Degree of Competition

5.9.5 Threat of New Entrants

5.9.6 Threat of Substitutes

5.10 Key Market Drivers and Challenges

5.11 Success Factors for Manufacturers

6 MARKET BY TYPE

- 6.1 Pan Masala with Tobacco
- 6.2 Plain Pan Masala
- 6.3 Flavored Pan Masala
- 6.4 Others

7 COMPETITIVE LANDSCAPE

- 7.1 Market Structure
- 7.2 Market Breakup by Key Players

8 PAN MASALA MANUFACTURING PROCESS

- 8.1 Product Overview
- 8.2 Detailed Process Flow
- 8.3 Various Types of Unit Operations Involved
- 8.4 Mass Balance and Raw Material Requirements

9 PROJECT DETAILS, REQUIREMENTS AND COSTS INVOLVED

- 9.1 Land Requirements and Expenditures
- 9.2 Construction Requirements and Expenditures
- 9.3 Plant Layout
- 9.4 Plant Machinery
- 9.5 Machinery Pictures
- 9.6 Raw Material Requirements and Expenditures
- 9.7 Raw Material and Final Product Pictures
- 9.9 Packaging Requirements and Expenditures
- 9.10 Transportation Requirements and Expenditures
- 9.11 Utility Requirements and Expenditures
- 9.12 Manpower Requirements and Expenditures
- 9.13 Other Capital Investments

10 LOANS AND FINANCIAL ASSISTANCE

11 PROJECT ECONOMICS

- 11.1 Capital Cost of the Project
- 11.2 Techno-Economic Parameters

- 11.3 Product Pricing and Margins Across Various Levels of the Supply Chain
- 11.4 Taxation and Depreciation
- 11.6 Income Projections
- 11.7 Expenditure Projections
- 11.8 Financial Analysis
- 11.9 Profit Analysis
- 11.10 Rules and Regulations on Pan Masala Products
 - 11.10.1 General Rules and Regulations
 - 11.10.2 Rules and Regulations Related to Packaging Machinery
- 11.11 Procedures, Times and Associated Costs for Plant Set-Up

12 KEY PLAYER PROFILES

- 12.1 Rajnigandha
- 12.2 RMD
- 12.3 Pan Vilas
- 12.4 Pan Parag

List Of Figures

LIST OF FIGURES

Figure 1: India: Pan Masala Industry Overview

Figure 2: India: Pan Masala Market: Value Trends (in INR Crores), 2009 - 2016

Figure 3: India: Pan Masala Market: Consumption Breakup by Type (in %), 2016

Figure 4: India: Pan Masala Market Forecast: Value Trends (in INR Crores), 2017-2022

Figure 5: India: Pan Masala Market: Export Value Breakup by Country (in %), 2016

Figure 6: India: Pan Masala Market: Key Players Market Share (in %), 2015

Figure 7: India: Pan Masala Industry: SWOT Analysis

Figure 8: India: Pan Masala Industry: Value Chain Analysis

Figure 8: India: Pan Masala Industry: Porter's Five Forces Analysis

Figure 9: Pan Masala Manufacturing Plant: Detailed Process Flow

Figure 10: Pan Masala (Flavoured) Manufacturing Process: Conversion Rate of Feedstocks

Figure 11: Pan Masala Manufacturing Plant: Breakup of Capital Costs (in %)

Figure 12: Pan Masala Industry: Profit Margins at Various Levels of the Supply Chain

Figure 12: Pan Masala Production: Manufacturing Cost Breakup (in %)

List Of Tables

LIST OF TABLES

- Table 1: India: Pan Masala Market: Key Industry Highlights, 2016 and 2022
- Table 2: India: Pan Masala Market: Market Forecast by Type, 2017-2022
- Table 3: India: Pan Masala Manufacturing: Key Ingredients used by Major Manufacturers
- Table 4: Pan Masala Manufacturing Plant: Rental Costs (in INR)
- Table 5: Pan Masala Manufacturing Plant: Costs Related to Civil Works (in INR)
- Table 6: Pan Masala Manufacturing Plant: Costs Related to Machinery (in INR)
- Table 7: Pan Masala Manufacturing Plant: Raw Material Requirements (in Tons/Year)
- Table 8: Pan Masala Manufacturing Plant: Costs Related to Utilities (in INR)
- Table 9: Pan Masala Manufacturing Plant: Costs Related to Salaries and Wages (in INR)
- Table 10: Pan Masala Manufacturing Plant: Costs Related to Other Capital Investments (in INR)
- Table 11: Details of Financial Assistance Offered by Financial Institutions
- Table 12: Pan Masala Manufacturing Plant: Capital Costs (in INR)
- Table 13: Pan Masala Manufacturing Plant: Techno-Economic Parameters
- Table 14: Pan Masala Manufacturing Plant: Taxation and Depreciation
- Table 15: Pan Masala Manufacturing Plant: Income Projections (in INR)
- Table 16: Pan Masala Manufacturing Plant: Expenditure Projections (in INR)
- Table 17: Pan Masala Manufacturing Plant: Cash Flow Analysis Without Considering the Income Tax Liability
- Table 18: Pan Masala Manufacturing Plant: Cash Flow Analysis on Considering the Income Tax Liability
- Table 19: Pan Masala Manufacturing Plant: Profit and Loss Account
- Table 20: Pan Masala Packaging Machines: Capacity Determination Rules (No. of Pouches per Packing Machine per Month)
- Table 21: Pan Masala Packaging Machines: Rules for Duty Collection (In INR for Per Packing Machine per Month)
- Table 22: Procedures, Times and Associated Costs to Set-Up a Manufacturing Plant

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