

Bakery Industry in India- Swot Analysis

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Abstracts

Bakery industry in India today has an important place in the industrial map of the country. Bakery products are an item of mass consumption in view of its low price and high nutrient value. With rapid growth and changing eating habits of people, bakery products have gained popularity among masses.

The bakery industry has achieved third position in generating revenue among the processed food sector. The first and second segments are the wheat flour processing and fruits and vegetables processing. The market size for the sector is pegged at US\$ 4.7 billion in 2010 and is expected reach US \$ 7.6 billion by 2015.

SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

Contents

OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. Abundant raw material
2. Part of a bigger pie
3. Low Capital Requirements

WEAKNESS

1. Large share of un-organized players
2. Dependence on one major raw material
3. Sensitive to commodity price fluctuations
4. Fragmented Cold Chain Supply

OPPORTUNITIES

1. Food Retailing in India
2. Growing Consumption of biscuits
3. Bakery potential in Rural India
4. Expanding attractiveness of coffee bars
5. Bakery Café
6. Exploding Middle class

THREATS

1. Rising Prices
2. Technology Up gradation
3. Scarcity of Skilled Human Resource

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