

Non Alcoholic Beverage Industry in India (2011-2015)

<https://marketpublishers.com/r/N543BA3F731EN.html>

Date: July 2012

Pages: 57

Price: US\$ 500.00 (Single User License)

ID: N543BA3F731EN

Abstracts

Executive summary

With the rising health consciousness among Indians, focus is increasingly shifting towards healthier eating and drinking habits.

Asia Pacific (APAC) is today, the largest global market for non-alcoholic beverages. India stands among the largest consumers of non alcoholic beverages in Asia. With the increase in urbanization and economic development across the country, growth projections are quite high in this segment.

Trends in the industry

New concepts

Global companies eyeing India as a manufacturing base

Increase in FDI in food processing industry

The growth of the Indian non-alcoholic beverage industry from FY'2005-FY'2011 has largely been due to the increasing inflow of Foreign Direct Investments (FDIs). After the liberalization of trade policies, foreign investments have started to flow into the Indian markets.

The non alcoholic beverage industry is expected to rise tremendously due to presence of strong consumer base in India.

Scope of the report

Non Alcoholic Beverage Industry in India at a glance

Emerging trends in the industry like new concepts, global companies eyeing India as a manufacturing base and increase in FDI in food processing industry

Factors driving growth, Issues & Challenges

Government Regulations & Initiatives in Indian market

Major players

Forecasts

Reasons to buy

To understand the various factors which are fuelling the growth and those which are/will be critical for the industry performance in the near term

Comprehensive report covering all the aspects required to understand the industry performance and future prospects.

The report elucidates the current market scenario of the industry and forecasts key parameters which helps to anticipate the industry performance

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