

# Organic Food Industry in India- SWOT Analysis

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## Abstracts

### OVERVIEW

India today is on the threshold of an organic revolution and Indian Organic Food industry though at a nascent stage, has experienced steadfast growth in past few years. The country's budding organic food market is transforming into world's fastest growing organic food market backed by a shift in consumer behavior and spending patterns.

Organic Food Industry has been blossoming in India. The industry to which overseas demand/exports was oxygen to breathe will be experiencing a colossal change in the consumption pattern in times to come. With growing health awareness among the people coupled with rising disposable incomes and support from Indian government, organic food will surely secure a permanent place in Indian households. Evolving perception of organic food from being a luxury only for elite to a necessity will drive the domestic consumption. Also, overseas demand for Indian organic food will remain robust and continue to drive the industry to rare heights.

Indian Organic Food industry currently pegged at USD 189 million in 2011 is stated to grow at a CAGR of ~45%, to reach USD 1733 million by 2017.

### 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. Outsized young customer base
2. Favorable Climatic Conditions
3. Double benefits

#### WEAKNESS

1. Premium Pricing
2. Lack of awareness among farmers

#### OPPORTUNITIES

1. Rising Middle Class
2. Rising Modern retail
3. Rising Urban Drift
4. Surge in disposable incomes

#### THREATS

1. Substitutes
2. Competition

## List Of Figures

### LIST OF FIGURES & TABLES

Figure 1 India- % distribution of population (1991-2011)

Figure 2 Number of Middle Class Households (In Millions, Current-2026E)

Figure 3 Indian Organized Food Retail- Market Size (In USD Bn, 2001-15E)

Figure 4 Indian Population Structure (In Crores, 2001-2011)

Figure 5 Growth rate of population (% , 1991-2011)

Figure 6 Level of urbanization in India (% , 2001-30E)

Figure 7 Per Capita Income India (In INR, 2006-15E)

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