

# Packaging Industry in India- Swot Analysis

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## Abstracts

All major industries create wealth but if there is one industry that plays a unique role by way of both creation of wealth through a wide range of manufacturing activities and also by way of preserving the wealth or value created by other industries, it is packaging.

Apart from the huge value addition and employment involved in these activities, packaging has served the Indian economy by helping preservation of the quality and lengthening the shelf life of innumerable products - ranging from milk and biscuits, to drugs and medicines, processed and semi-processed foods, fruits and vegetables, edible oils, electronic goods etc., besides domestic appliances and industrial machinery and other hardware needing transportation.

The Indian Packaging Industry is growing at more than 11% per annum and is expected to cross a turnover of \$21.59bn by 2015. India stands at the 11th position in the world packaging industry, which is \$550-billion, and with the rising consumer demand and new technologies, it is expected to grow at 18-20 per cent from the current 15 per cent. At the expected growth pace Indian Packaging Industry will soon climb up to the 4th position in the world packaging industry.

## 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

### SWOT ANALYSIS

#### STRENGTHS

1. Increasing working population
2. Urbanization
3. Lifestyle
4. Brand enhancement and differentiation

#### WEAKNESS

1. Inadequate focus on quality control
2. Cost of equipments
3. Cost of packaging

#### OPPORTUNITIES

1. Retail Boom
3. FDI in multi brand retailing
4. Low manufacturing costs
5. Rural Marketing

#### THREATS

1. Environmental Issues
2. Restrictive trade practices by consumer countries
3. Highly competitive and cyclical industry

## Figures & Tables

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Figure 1 Increasing working population

Figure 2 Growing urban footprint

Figure 3 Cost of packaging (% share of cost of production)

Figure 4 Growth in retail sector (2011-2015E)

Figure 5 Share of rural market (%)

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