

QSR Industry in India (2011-15)

<https://marketpublishers.com/r/QDBB9789432EN.html>

Date: June 2012

Pages: 52

Price: US\$ 500.00 (Single User License)

ID: QDBB9789432EN

Abstracts

EXECUTIVE SUMMARY

The Indian Food Service Industry is thriving. Higher levels of disposable income among consumers have led to more adventurous tastes and a greater appetite for eating out in many areas of India. The fastest growing segment in the organized segment of the industry is the Quick Service Restaurants segment (QSR's). Presently, QSR business is growing at a fast pace in India. The industry which makes up 42% of the organized food services market is outpacing most modern food service formats.

Trends in the Industry

Franchising

Marketing Techniques

Magnetizing Investments

Escalating foreign foothold

Beyond the metro's

With growing disposable income and changing dietary habits, the demand for fast foods and organized food chains is rising in India. International brands have enhanced their presence as have existing domestic ones and newer start ups seeding every day. The industry, though faced with certain challenges, will continue to march ahead driven by increasingly aware consumer, growing focus on menu diversification and compelling demand demographics in India.

Indian QSR industry currently pegged at USD 1.36 billion in 2011 is stated to grow at a CAGR of 35% to reach USD 4.5 Billion by 2015. With growing urbanization, rise in income levels and a young population, the QSR industry in India is in a sweet spot.

SCOPE OF THE REPORT

Indian QSR Industry at a glance

Emerging trends in the industry like franchising, rising investments, escalating foreign foothold etc

Demand Supply scenario encompassing number of QSR outlets, total transactions and projections

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

Contents

TABLE OF CONTENTS

1. OVERVIEW

1.1 STRUCTURE OF THE INDUSTRY

2. DEMAND-SUPPLY SCENARIO

3. INDUSTRY GROWTH DRIVERS

3.1 Focus on Quality & Service

3.2 Innovation

3.3 Brand Building

3.4 Scalability of operations

3.5 Favorable Demographics

3.6 Changing Lifestyles

4. EMERGING TRENDS IN THE INDUSTRY

4.1 Franchising

4.2 Magnetizing Investments

4.3 Marketing Techniques

4.4 Beyond the metro's

4.5 Escalating foreign foothold

4.6 Last but not the least- Café's

5. GOVERNMENT REGULATIONS & INITIATIVES

6. SWOT ANALYSIS

6.1 STRENGTHS

6.1.1 Outsized Young customer base

6.1.2 Evolved eating culture

6.2 WEAKNESS

6.2.1 Lack of organized supply chain & infrastructure

6.2.2 Wedged in licenses & regulations

6.2.3 Occasion based rather than need based

6.2.4 Health issues

6.3 OPPORTUNITIES

6.3.1 Rising Middle Class

6.3.2 Emergence of Working Women

6.3.3 Surge in disposable incomes

6.3.4 Shift in spending pattern

6.4 THREATS

6.4.1 Change in Consumer Tastes

6.4.2 Lack of qualified manpower

6.4.3 Macroeconomic factors

6.4.4 Competition

6.4.5 Rising Inflation

7. PORTERS 5 FORCES

7.1 Bargaining power of buyers

7.2 Bargaining power of suppliers

7.3 Threat of substitutes

7.4 Rivalry among existing players

7.5 Threat of new entrants

8. KEY PLAYERS

8.1 JUBILANT FOODWORKS LTD

8.2 Mc DONALDS

8.3 PIZZA HUT

8.4 NIRULA'S

8.5 KFC

9. THE HERFINDAHL-HIRSCHMAN INDEX

10. INDUSTRY PERFORMANCE

11. FORECASTS & OUTLOOK

12. ANNEXURE

List Of Figures

LIST OF FIGURES & TABLES

- Figure 1 Indian Food Service Industry- Segmentation
- Figure 2 Indian Organized Food Service Industry- Segmentation
- Figure 3 Indian QSR Industry- Market Size (USD Bn, 2011-2015E)
- Figure 4 Number of transactions in the Industry (In Million, 2007-11)
- Figure 5 Number of transactions in the Industry (In Millions, 2011-2015E)
- Figure 6 Number of QSR Outlets- Organized Sector (2009-15E)
- Figure 7 Population eating out >1x/Month
- Figure 8 CAGR growth in International QSR outlets since 2004
- Figure 9 Growth of Coffee QSR Outlets (2004-11)
- Figure 10 India- % distribution of population (1991-2011)
- Figure 11 Frequency of eating out on a monthly basis
- Figure 12 Popular reasons for eating out (% of respondents)
- Figure 13 Number of Middle Class Households (In Millions, Current-2026E)
- Figure 14 Increase in Working Women Population (1990-2010)
- Figure 15 Per Capita Income India (In INR, 2006-15E)
- Figure 16 Growing Discretionary Spend (2000-20)
- Figure 17 Market Concentration
- Figure 18 Household Income Growth
- Figure 19 Growth in Middle Class Income
- Figure 20 Yum! Brands Expansion- India and China
- Figure 21 Pizza Spend as a % of total food spend
- Figure 22 Per capita consumption of coffee
- Figure 23 Number of cities covered by various QSR Players
- Table 1 Expansion of franchised outlets
- Table 2 Investments in QSR Segment in FY2011
- Table 3 Negotiating leverage of buyers
- Table 4 Negotiating leverage of suppliers
- Table 5 Threat of substitutes
- Table 6 Degree of rivalry
- Table 7 Entry Barriers

I would like to order

Product name: QSR Industry in India (2011-15)

Product link: <https://marketpublishers.com/r/QDBB9789432EN.html>

Price: US\$ 500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/QDBB9789432EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970