

# Biscuit Market in India 2013

<https://marketpublishers.com/r/B9F88E65D24EN.html>

Date: August 2015

Pages: 118

Price: US\$ 950.00 (Single User License)

ID: B9F88E65D24EN

## Abstracts

The report is sent in 0-2 business days after order is placed.

Netscribes' latest market research report titled Biscuit Market in India 2013 talks about the various crucial aspects of the market space in India and highlights the major growth strategies and opportunities relevant for the major biscuit manufacturers in India. Vital statistics pertaining to the market landscape such as product penetration, per capita consumption, market segmentations, consumer preferences and market share of players to name a few, when studied thoroughly reflect the fact that rise in income levels and the consequent hike in consumerism are mainly boosting the market's growth in India. It has also been observed that even though the import value levels are growing at a very modest rate, export valuation on the other hand has been skyrocketing over the past couple of years, which again depicts a healthy state of the market.

The market in India is governed by relevant authorities in order to ensure safe consumption and proper hygiene standards are maintained. Additionally, an array of policies, taxation norms and export & import regulations has been chalked out in an attempt to maintain a health market scenario in India. Eminent trends have also been observed in the market which mainly arises due to key factors such as the rising income levels, changing consumerism patterns and health consciousness. The competitive landscape in the market is healthy and there is an array of major biscuit manufacturers which have managed to dominate a significant share in the market. Establishing a proper brand name and maintaining an attractive product line-up remains the top most priority of these players.

## Contents

Slide 1: Executive Summary

### **MACROECONOMIC INDICATORS**

Slide 2: GDP at Factor Cost: Quarterly (2009-10, 2010-11, 2011-12, 2012-13), Inflation Rate: Monthly (Nov 2012 – Apr 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Sep 2011-Feb 2012), Exchange Rate: Monthly (Dec 2012 – May 2013)

Slide 4: Lending Rate: Annual (2009-10, 2010-11, 2011-12, 2012-13), Trade Balance: Annual, FDI: Annual (2009-10, 2010-11, 2011-12, 2012-13)

### **INTRODUCTION**

Slide 5: Market Segmentation & Scope of the Report

Slide 6:

#### **Value Chain**

### **MARKET OVERVIEW**

Slide 7-12: Indian Biscuit MARKET OVERVIEW, Per Capita Consumption, Market Size and Growth Figures (value-wise; 2012 – 2017e), Annual Production in Organized Sector (2008-09 to 2011-12), Market Segmentation (2012), Value Contribution of Biscuits (2010, 2011 & 2012), Region-wise Biscuit Consumption (2012), Rural & Urban Market Penetration, Change in Market Share of Players (2009-10 & 2010-11) and Market Penetration Strategy

Consumer Insights

Slide 13-23: Consumer Insights & Preferences

### **EXIM**

Slide 24: Export Overview, Exports (value-wise; 2010-11 to 2012-13), Country-wise Exports (2011-12 & 2012-13)

Slide 25: Import Overview, Imports (value-wise; 2010-11 to 2012-13), Country-wise Imports (2011-12 & 2012-13)

### **Drivers & Challenges**

Slide 26: Drivers and Challenges – Summary

Slide 27-30: Drivers

Slide 31-33: Challenges

## **GOVERNMENT RULES & POLICIES**

Slide 34: Government Rules & Policies – Summary

Slide 35-38: TRENDS

## **TRENDS**

Slide 39: Key TRENDS – Summary

Slide 40-43: Major TRENDS in the Market

## **COMPETITIVE LANDSCAPE**

Slide 44: Porter's Five Forces Analysis

Slide 45-46: Major Biscuit Brands in India

Slide 47-51: Competitive Benchmarking

Slide 52-112: Major Companies

## **STRATEGIC RECOMMENDATION**

Slide 113-116: Key Recommendations

## **APPENDIX**

Slide 117: APPENDIX

Slide 118: Sources of Information

## I would like to order

Product name: Biscuit Market in India 2013

Product link: <https://marketpublishers.com/r/B9F88E65D24EN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B9F88E65D24EN.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