

# Biscuit Market in India 2013

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## Abstracts

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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.

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