

# Fruit and Vegetable Processing Industry in India 2020

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## Abstracts

India is the world's second-largest producer of fruits and vegetables. To reduce wastage of fresh fruits and vegetables, and to add value to them, processes like canning, dehydration, pickling, provisional preservation and bottling have been introduced. However, percentage of processing of fruits and vegetables is currently less than 3% as compared to countries like China (23%), the United States (65%) and Philippines (78%).

### Market insights:

In FY 2019, ~8.31 Mn tons of fruits and vegetables were processed in India, which is expected to reach 16.39 Mn tons by 2024, expanding at a CAGR of ~14.84% during the FY 2020-FY 2024 period.

The Indian fruit and vegetable processing industry experiences a conducive growth environment, owing to the abundant supply of raw materials and favorable government policies like Pradhan Mantri Kisan Sampada Yojana (PMKSY). Rising consumer affordability and rapid urbanization resulted in lifestyle changes, following which the preference for processed fruits and vegetables increased substantially.

Nevertheless, several factors like the lack of required infrastructure, and higher cost of processed fruits and vegetables are the major hurdle to the growth of the industry.

### Technology insights:

The industry is witnessing an increased application of innovative technology to increase productivity. Artificial intelligence (AI) is being implemented to examine fresh fruits and vegetables for defects, and accurately predict the exact date of decay. Nanotechnology is aiding in maintaining the freshness of perishables. Furthermore, grading robots are

used to evaluate the quality of the produce to minimize manual errors. Cold plasma, high-pressure processing, irradiation and radio frequency identification (RFID) are technologies that are mostly used in the fruit and vegetable industry in India.

#### Competition analysis:

The market is highly fragmented with a more significant presence of the unorganized sector, mainly in the pickle producing segment. The organized industry comprises large and established players with a diverse product portfolio. A few of the significant players include Dabur India Limited, ITC Limited, Hindustan Unilever Limited and Mother Dairy Fruit Vegetable Private Limited. The industry is witnessing a rise in the number of foreign players as well, owing to significant growth opportunities. Some of the tech start-ups in the Indian fruit and vegetable industry include Ecozen Solutions Private Limited, Rakyan Beverages, Raav Techlabs Private Limited and Nutricane Beverages Private Limited.

#### Companies covered:

Dabur India Limited

ITC Limited

Freshtrop Fruits Limited

Hindustan Unilever Limited

Tai Industries Limited

Capricorn Food Products India Limited

Cremica Food Industries Limited

Fieldfresh Foods Private Limited

Mother Dairy Fruit Vegetable Private Limited

Shimla Hills Offerings Private Limited

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

### **CHAPTER 2: SOCIO-ECONOMIC INDICATORS**

### **CHAPTER 3: INTRODUCTION**

3.1. Market definition and structure

3.2. Industry ecosystem

### **CHAPTER 4: INDIA FRUIT AND VEGETABLE INDUSTRY**

4.1. India fruit and vegetable production overview

4.1.1. Fruit availability in India

4.1.2. Vegetable availability in India

4.1.3. Top 5 states (area, production and productivity)

-vegetable crop production area, volume and productivity

-fruit crop production area, volume and productivity

### **CHAPTER 5: MARKET OVERVIEW: INDIA FRUIT AND VEGETABLE PROCESSING INDUSTRY**

5.1. India fruit and vegetable processing market overview

-historical and forecast market size

5.2. PESTEL analysis

### **CHAPTER 6: TRADE ANALYSIS**

6.1. Export

6.2. Import

### **CHAPTER 7: MARKET INFLUENCERS**

7.1. Key growth drivers of the market

7.2. Key deterrents to the growth of the market

### **CHAPTER 8: TRENDS AND TECHNOLOGY**

8.1. Market trends

8.2. Technology in processing

## **CHAPTER 8: GOVERNMENT SCHEMES AND INITIATIVES**

9.1. Major schemes and initiatives

## **CHAPTER 10: COMPETITIVE LANDSCAPE**

10.1. Dabur India Limited

- Company information
- Business description
- Products/services
- Key people
- Financial snapshot
- Key ratios
- Key financial performance indicators
- Key business segments
- Key geographical segments

Note: Similar information covered for all other public companies. Private companies' data given on best effort basis.

10.2. ITC Limited

10.3. Freshtrop Fruits Limited

10.4. Hindustan Unilever Limited

10.5. Tai Industries Limited

10.6. Capricorn Food Products India Limited

10.7. Cremica Food Industries Limited

10.8. Fieldfresh Foods Private Limited

10.9. Mother Dairy Fruit Vegetable Private Limited

10.10. Shimla Hills Offerings Private Limited

## **CHAPTER 11: EMERGING START-UPS**

11.1. Ecozen Solutions Private Limited

11.2. Rakyan Beverages

11.3. Raav Techlabs Private Limited

11.4. Nutricane Beverages Private Limited

## **CHAPTER 12: RECENT DEVELOPMENTS**

12.1. Recent developments

## **CHAPTER 13: APPENDIX**

13.1. Research methodology

13.2. About Netscribes

13.3. Disclaimer

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