

Restaurant Market in India 2014

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Abstracts

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Netscribes' latest market research report titled Restaurant Market in India 2014 states that the restaurant market in India will grow at a steady pace in the coming years. The restaurant market size will grow further. The restaurant industry in India can be divided into a number of segments depending on what type of food they offer. Chain food services and licensed format are the two important modes of operations for restaurants in India. Restaurant market research has indicated that the Indian customers are fond of Italian and Chinese food. Growing disposable income along with increasing proportion of take away food is driving the market. A quarter of the population in India eats out at least twice per month.

Restaurant market analysis proves that the industry also faces a few barriers. Licensing in India is not a very smooth process in India. Food inflation is another persistent problem which the restaurant owners have to face. Lack of skilled manpower is another challenge. Cost of high real estate decreases the profit of the owners. Foreign players are now entering the Indian market. With their entry the concept of theme-based restaurants and cafes are becoming popular. There are a few restaurant chains which are doing very well in India. The local restaurants face a tough challenge from the chain restaurants. Market entry is not that tough except for a few strict regulations.

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