

# Snacks Market in India 2014

<https://marketpublishers.com/r/S4F5EA5B763EN.html>

Date: March 2014

Pages: 131

Price: US\$ 950.00 (Single User License)

ID: S4F5EA5B763EN

## Abstracts

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Netscribes' latest market research report titled Snacks Market in India 2014 elaborates the competitive market scenario of the Indian snacks market and its growth prospects in the ensuing years. Indian snacks market is experiencing rising demand due to various driving factors which in turn is providing immense opportunities to manufacturers to grow and operate in the market lucratively. The report provides a snapshot of the Indian snacks industry that has witnessed several changes since 1995. In the initial years, the market was dominated by two players – traditional snacks player Haldiram and 'Uncle Chips' manufacturer Amrit Agro. Later on, with the entry of global beverage and snacks player PepsiCo, the market dynamics changed completely. Now, the market is dominated by PepsiCo with its wide range of product portfolio. The other major players include Parle Agro, ITC, Parle Products, Balaji Wafers and Parle Wafers among others. A number of regional players have also entered the market over the past few years and are giving tough competition to the big players.

The snacks market is classified into two broad segments – Western and traditional snack segments, wherein western snacks enjoy more popularity in comparison to the traditional snacks. Moreover, the western snack segment is dominated by a large number of MNCs and organized snack manufacturers.

There are certain factors that have predominantly worked towards enabling the sector to grow in recent years. These include higher disposable incomes have enabled consumers to enhance their purchasing power, rapid urbanization which leads to busy lifestyles and subsequent inclination of consumers toward packaged food products and aggressive marketing campaigns by all the players to break the product clutter and attract consumers toward their brand. In addition to these, the other factors which are contributing towards rapid growth of the industry include growing working women

population, fast expanding retail network and the convenience factor associated with snack consumption

For snacks, quality standards laid by FSSAI have to be followed by the industry players. Various government policies that have been formulated for the food processing sector such as FDI, tax benefits and export promotions are applicable for the snack category as well.

## Contents

Slide 1: Executive Summary

### **MACROECONOMIC INDICATORS**

Slide 2: GDP at Factor Cost: Quarterly (2010-11, 2011-12, 2012-13, 2013-14), Inflation Rate: Monthly (Jun 2013 – Nov 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Feb 2013 – Jul 2013), Exchange Rate: Half Yearly (Aug 2013 – Jan 2014)

Slide 4: Lending Rate: Annual (2008-09, 2009-10, 2010-11, 2011-12), Trade Balance: Annual (2009-10, 2010-11, 2011-12, 2012-13), FDI: Annual (2009-10, 2010-11, 2011-12, 2012-13)

### **INTRODUCTION**

Slide 5: Food processing

Slide 6: Important milestones of Indian snacks industry

### **MARKET OVERVIEW**

Slide 7-14: Indian Snacks Market – Overview, Market Size & Growth (2013-2018e), Market Segmentation (2013), Region-wise Sales of Packaged Food (2013), Change in Market Share of Major Players, Brand Share of Chips (2012), Salty Snacks Market (2012), Branded Salty Snacks (2012), Branded Salty Snacks Market Share (2012), Market Leaders (2012), Indian Health Snack Market (2012), Largest Health Snack Portfolio (2012)

### **VALUE CHAIN**

Slide 15: Value Chain

### **MARKET SEGMENTATION**

Slide 16-18: Segmental Share (2013), Western Snacks- Organized-Unorganized Breakup (2013), Traditional Snacks- Organized-Unorganized Breakup (2013)

### **CONSUMER INSIGHTS**

Slide 19-29: CONSUMER INSIGHTS (2014)

## **EXIM**

Slide 30: Import of Salted Snacks– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Importing Nations – Value Wise (2013), Import of Packaged Snacks & Mixtures– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Importing Nations – Value Wise (2013)

Slide 31: Import of Potato Chips– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Importing Nations – Value Wise (2013), Import of Other Preparations of Potato– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Importing Nations – Value Wise (2013)

Slide 32: Export of Salted Snacks– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Exporting Nations – Value Wise (2013), Export of Packaged Snacks & Mixtures– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Exporting Nations – Value Wise (2013)

Slide 33: Export of Potato Chips– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Exporting Nations – Value Wise (2013), Export of Other Preparations of Potato– Overview, Size [Value-Wise; 2010-11 – 2013-14(Apr-Sep) Volume-Wise; 2010-11 – 2013-14(Apr-Sep)], Major Exporting Nations – Value Wise (2013)

## **DRIVERS & CHALLENGES**

Slide 34: Drivers and Challenges – Summary

Slide 35-41: Drivers

Slide 42-45: Challenges

## **GOVERNMENT RULES & POLICIES**

Slide 46: Government Rules & Policies – Summary

Slide 47: Food Safety and Standards Act 2006, Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations 2011

Slide 48: Food Safety and Standards (Contaminants, Toxins and Residues) Regulations, 2011, Food Safety and Standards (Packaging and Labeling) Regulations, 2011

Slide 49: Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011

Slide 50: Government Policies

## **GOVERNMENT PARTICIPATION**

Slide 51: GOVERNMENT PARTICIPATION – Summary

Slide 52: Fiscal Incentives for Food Processing Sector

Slide 53: Other Initiatives

## **TRENDS**

Slide 54: Key Trends – Summary

Slide 55-64: Major Trends in the Market

## **COMPETITIVE LANDSCAPE**

Slide 65: Porter's Five Forces Analysis

Slide 66: Competitive Benchmarking, Public Trading Comparables

Slide 67-69: Competitive Benchmarking, Key Ratios of Top 3 Companies – Operational Basis (FY 2013)

Slide 70: Competitive Benchmarking, Key Ratios of Top 3 Companies – Financial Basis (FY 2013)

Slide 71-80: Major Public Players

Slide 81-125: Major Private Players

## **STRATEGIC RECOMMENDATION**

Slide 126-129: Strategies

## **APPENDIX**

Slide 130: Key Ratios Description

Slide 131: Sources of Information

## About

### Market

The Snack Food industry has performed well over the past five years, benefiting from the growing demand for snacks among consumers and favorable product pricing

Increasing income levels and busy urban lifestyles have also contributed to its rising popularity

### Drivers

Rapid Urbanization

Growing Income and Consumption

Increasing Working Women Population

Marketing Campaigns

Growing Retail Market

Convenience Factor

### Challenges

Rise in Packaging Costs

Unorganized Sector and Local Players

Competitive Price Points

Health Concerns

## Trends

Exhibitions and Events

Product Innovation

Corporate Activities

Inclusion of Nuts as Snacking Option

Launch of Various Ethnic Snacks

Innovative Promotional Campaigns

Introduction of Healthy Snacks

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