

India Biscuits Market Analysis, By Type (Cookies, Plain Biscuits, Sandwich Biscuits, Filled Biscuits And Others) Forecast And Opportunities, 2016-2021

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Abstracts

India, world's third largest economy by purchasing power parity (PPP) method, is growing with the highest GDP growth among major economies. The country has witnessed a rise in its personal disposable income and the consumption pattern has changed a lot in last decade, following surging employment opportunities, increase in double income households and government's effort to boost rural income.

Indian consumers are adding biscuits, cookies, sandwich biscuits and other products in their monthly, weekly and daily shopping basket and the market for these products is burgeoning in the country. There is a growing number of consumers who are brand conscious and they continue to trade up for premium biscuits allowing companies to add more cookies in their product portfolio. The market for these products is being accelerated by high marketing and promotion by celebrities who continue to influence Indian buyers.

Additionally, growing product flavours to cater to every niche consumer segment has further contributed to double digit growth of the market. India is world's youngest nation with majority of consumers below 35 years, who are looking for biscuits with better taste. Consequently, industry has enjoyed an appreciable performance owing to favourable macro economic conditions and high demand from the Indian consumers. Moreover, improvements in macro-economic policies such as low inflation and low interest rates have also boosted consumers' sentiments and industry has emerged as one of the beneficiary.

According to "India Biscuits Market Analysis By Type, Forecast and Opportunities, 2011-2021", biscuits market has grown with a whopping CAGR of 15.24% during

2011-15 and it is forecast to grow with a CAGR of over 6% during 2016-21. Upsurge in the number of double income households, growing urbanisation and change in consumption pattern coupled with changing consumers' taste and preference, are few of the factors driving the biscuits market in India.

In 2015, 'cookies' category accounted for the largest market share in the country's biscuits market, and was closely followed by 'plain biscuits and sandwich biscuits. West region is the largest regional market for biscuits in India as it is home to millions of consumers with high personal disposable income than rest of the India. As far as competitive landscape is concerned, India biscuits market is highly consolidated market with three players accounting for over 80% of the market in value and volume terms. India Biscuits Market Analysis By Type, Forecast and Opportunities, 2011-2021 elaborates the following aspects of biscuits market in the country.

India Biscuits Market Size, Share & Forecast

Segmental Analysis – By Type (Cookies, Plain Biscuits, Sandwich Biscuits, Filled biscuits and others & By Company

India Macro Economic Analysis

Policy and Regulatory Landscape

Micro Market Trends & Developments

Competitive Landscape & Strategic Recommendations

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