

Booming Premium Cereal Market in India

<https://marketpublishers.com/r/BE55EE0AF28EN.html>

Date: August 2013

Pages: 35

Price: US\$ 500.00 (Single User License)

ID: BE55EE0AF28EN

Abstracts

The Indian premium cereal market has been growing rapidly and offering immense opportunities for players involved in the business. The market is performing on the back of rising demand and introduction of traditional and fruit flavoured cereal products. Its growth is also augmented with a rising working population and hectic lifestyle.

In their latest research study, “Booming Premium Cereal Market in India”, RNCOS’ analysts have identified and deciphered the market dynamics in important segments to clearly highlight the areas offering promising possibilities for companies to boost their growth. The market is slated to grow at a CAGR of nearly 20% during 2013-2017. The tremendous growth of the market is driven by rising disposable incomes and improving living standards of the consumers.

In the report, the Indian premium cereal market has been studied in terms of its current and future outlooks to 2017, with market trends and key players existing therein. For market segment analysis, the premium cereal market has been broken down into two distinct segments. Accordingly, the report covers a detailed analysis of the breakfast cereal market, which has helped in clearly identifying and highlighting the segments that offer the maximum opportunities for growth in the country.

The study delves into the detailed description of the major players in the industry covering their businesses description and product overview. This, hopefully, will help the reader to gain a deeper insight into each key market player. Market drivers and trends have also been discussed along with the regulatory frameworks to provide an understanding of the market dynamics. Besides, the report provides a detailed analysis of industry restraints, which has helped depict a clear picture of the Indian premium cereal market.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. BREAKFAST CEREAL MARKET OVERVIEW

4. PREMIUM CEREAL MARKET OUTLOOK TO 2017

4.1 Market by Segment

4.1.1 RTE Cereals

4.1.2 Hot Cereals

5. MARKET DRIVERS AND CHALLENGES

5.1 Drivers

5.1.1 Growing Promotional Activities to Attract Consumers

5.1.2 Focusing on Traditional and Fruit Flavours Cereal Products

5.1.3 Health Consciousness - Propelling Market Growth

5.1.4 Increasing Households Earning Driving the Market

5.2 Challenges

5.2.1 Traditional Breakfast Habits ?The Biggest Challenge

5.2.2 Lack of Awareness Abstaining Market Growth

6. FOOD GRAIN PRODUCTION

7. REGULATORY ENVIRONMENT

8. KEY PLAYERS

8.1 Kellogg India Pvt Ltd

8.1.1 Business Description

8.1.2 Product Overview

8.2 Bagrrys India Limited

8.2.1 Business Description

8.2.2 Product Overview

8.3 PepsiCo India

8.3.1 Business Description

8.3.2 Product Overview

8.4 Marico Ltd.

8.4.1 Business Description

8.4.2 Product Overview

List Of Figures

LIST OF FIGURES:

Figure 3-1: Breakfast Cereal Market (Billion INR), 2011-2017

Figure 3-2: Breakfast Cereal Market by Players (%), 2012

Figure 3-3: Breakfast Cereal Market by Type (%), 2012

Figure 4-1: Premium Cereal Market (Million INR), 2011-2017

Figure 5-1: Households Earning above US\$15,000 p.a. (%), 2011-2017

List Of Tables

LIST OF TABLES:

Table 6-1: Food Grain Production (Million Metric Tons), 2011-12 & 2012-13

Table 8-1: Kellogg India Pvt Ltd - Cereal Product Portfolio

Table 8-2: Bagrrys India Ltd. - Cereal Product Portfolio

Table 8-3: PepsiCo India - Cereal Product Portfolio

Table 8-4: Marico Ltd. - Cereal Product Portfolio

I would like to order

Product name: Booming Premium Cereal Market in India

Product link: <https://marketpublishers.com/r/BE55EE0AF28EN.html>

Price: US\$ 500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE55EE0AF28EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970