

Booming Premium Cereal Market in India

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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.

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