

# Indian Popcorn Market Opportunities 2022

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## Abstracts

The Indian popcorn market expected to rise with a double digit CAGR during the forecast period from 2018 to 2022. The adoption of western culture and rise in disposable income are the prime reasons backing the lucrative growth of the market. Furthermore, growing awareness regarding fitness has changed the preference of the industry towards healthy food, which aids in the high consumption of the popcorn. The high-profit margin being provided by the popcorn business is also inducing a major change in India's agriculture. The popcorn market in India has witnessed huge development over the past few years, with popcorn becoming a preferred munching snack for people, especially in the urban areas.

In their latest research study "Indian Popcorn Market Opportunities 2022", RNCOS analysts identified that the market for popcorn in India is expected to grow at a CAGR of around 15% during 2018-2022. Also as per the research's findings, the popcorn market in India is dominated by the unorganized sector with more than 60% of the share in the overall market. However, the scenario is expected to change due to the growth in the number of multiplexes and popularity of in-home popcorn.

To provide a clear picture, the popcorn market has been divided into two segments viz. out-of-home and in-home. Based on the market demand and other factors, market size for both the segments is presented from 2017 to 2022 and CAGR is calculated for forecast period 2018-2022.

This report also comprises an exhaustive study of consumer behavior which answers a few critical sales impacting parameters such as preferred place, flavor and price range. Furthermore, this report elaborates market opportunities for the players and aware about the possible threats or roadblocks in the market. Elaborated opportunities and roadblocks will aid players to strategic initiatives and engineer plan according to the future demands.

Also, with a view to understanding the competitive landscape, the profiles of key market players with business overview, product portfolio and recent developments have been included in the report to present a complete picture of the Indian Popcorn market. The portfolio compares package size and pricing of products marketed by key players.

## Contents

### **1. ANALYST VIEW**

### **2. RESEARCH METHODOLOGY**

### **3. INDUSTRY CATALYSTS**

- 3.1 Popcorn Market is Driven by High Gains
- 3.2 Invasion of New Players will Strengthen the Popcorn Market
- 3.3 Availability of Popcorn at Multiplex Catalyzing the Market Growth

### **4. INDIAN POPCORN MARKET SCRUTINY**

- 4.1 Market Outlook till 2022
- 4.2 By Organized and Unorganized Sector
- 4.3 By Region
- 4.4 By Market Segmentation
  - 4.4.1 Out-of Home Popcorn Market Forecast till 2022
  - 4.4.2 In-Home Popcorn Market Forecast till 2022

### **5. CONSUMER BEHAVIOR**

- 5.1 Preferred Place of Buying Popcorn Outside
- 5.2 Purchase Preference for Branded Popcorn in Out-of Home Market
- 5.3 Which Price Range is Popular in In-home Popcorn Segment?
- 5.4 Purchase Preference for Branded Popcorn in In-Home Market
- 5.5 Which Popcorn Flavor is consumed most?

### **6. OPPORTUNITIES**

### **7. ROADBLOCKS**

### **8. KEY PLAYERS**

- 8.1 4700 BC
  - 8.1.1 Business Overview
  - 8.1.2 Product Portfolio
- 8.2 Agro Tech Foods Limited

8.2.1 Business Overview

8.2.2 Product Portfolio

8.3 Bajoria Foods Pvt. Ltd.

8.3.1 Business Overview

8.3.2 Product Portfolio

8.4 BANACO OVERSEAS

8.4.1 Business Overview

8.4.2 Product Portfolio

## List Of Figures

### LIST OF FIGURES:

Figure 4-1: Popcorn Market (INR Million), 2017 to 2022

Figure 4-2: Market Share by Sector in Popcorn Market (2017)

Figure 4-3: Market Share of Leading Companies in Organized Popcorn Sector (2017)

Figure 4-4: Popcorn Market by Region (%), 2017

Figure 4-5: Market Share of Out-of Home and In-Home Sector (2017)

Figure 4-6: Market Share of Out-of Home and In-Home Sector (2022)

Figure 4-7: Out-of Home Popcorn Market (INR Million), 2017 to 2022

Figure 4-8: In-Home Popcorn Market (INR Million), 2017 to 2022

Figure 5-1: Out-of Home Buying Preference by Places (%)

Figure 5-2: Branded vs Non-Branded Popcorn Preference in the Out-of Home Market (%)

Figure 5-3: Consumer Preference for In-Home Popcorn by Price Range (%)

Figure 5-4: Branded vs Non-Branded Popcorn Preference in the In-Home Market (%)

Figure 5-5: Consumption Pattern of Popcorn by Flavor (%)

Figure 7-1: Major Challenges of Popcorn Industry

## List Of Tables

### LIST OF TABLES:

Table 8-1: 4700 BC - Product Portfolio

Table 8-2: Agro Tech Foods Limited - In-Home Product Portfolio

Table 8-3: Agro Tech Foods Limited - Out of Home Product Portfolio

Table 8-4: Bajoria Foods Pvt Ltd - Product Portfolio

Table 8-5: BANACO OVERSEAS - Product Portfolio

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