

# Indian Fast Food Market Analysis

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Date: August 2011

Pages: 40

Price: US\$ 800.00 (Single User License)

ID: I5D9FA84F0DEN

## Abstracts

**Single User PDF Format:** US\$ 800.00

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The Indian fast food market has been witnessing rapid growth on the back of positive developments and presence of massive investments. Currently, market growth is largely fuelled by the rising young population, working women, hectic schedules, and increasing disposable income of the middle-class households. Some of the unique properties of fast food like quick served, cost advantage, etc are making it highly popular among the masses. Thus, India offers enormous opportunities for both domestic as well as international players.

According to our new research report, "Indian Fast Food Market Analysis", the Indian Fast Food Industry is anticipated to grow at a CAGR of around 34% during 2011-2014. Anticipating the future growth, many big international players are entering into the market by making deals with the domestic players. And those already present in the Indian market are expanding their presence in different provinces of the country. This trend will emerge more strongly during our forecast period, providing opportunities to local players to widen their product portfolios.

Our research further revealed that there is a large scope of growth in the untapped tier-II and tier-III cities, owing to which, major fast food retailers have already started applying various marketing strategies in popularizing their brands in these cities. Furthermore, they are aiming to provide affordable and customized products to suit the needs of people that would ultimately provide necessary boost to the Indian fast food industry.

The report also provides extensive information on the country's fast food market,

besides discussing the growing segments like Noodle market, Pizza market, and others food market. Thus, it provides valuable information about the Fast food companies and provides necessary insight for investors looking to enter this market. Moreover, the report features forecast for fast food sales in the country. The forecast is based on the correlation between past market growth and growth in base drivers, such as middle class, urbanization, cultural shift, and lifestyle changes. Due consideration is given on competitive landscape to enable clients to understand market structure and growth prospects.

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