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Indian Food and Drinks Market: Emerging Opportunities

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Abstracts

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The Indian food and drinks market has observed strong growth over the past few years. Economic liberalization and rising income of middle class population have had a positive impact on consumer spending and consumption in both rural and urban areas. Indian consumer now spends a significant proportion of disposable income on food and other essential commodities. Several other factors like demographic and macro economic conditions have also given fillip to expenditure on food and beverages in the country.

Our new research report “Indian Food and Drinks Market: Emerging Opportunities” has projected that the Indian food, beverages and tobacco market will grow at a CAGR of around 7.5% during 2009-2013 to around US$ 330 Billion by 2013. All the segments registered uptrend in terms of consumption and sales between 2005 and 2009, but the alcoholic segment outperformed other segments. High growth in the alcoholic segment has attracted more players to venture into this lucrative segment which will make competition tougher for the existing players.

Apart from alcohol, organic, packaged food and ready-to-eat food have also seen strong demand as life in metros become more hectic and busy. People look for healthy and ready to eat food to avoid time wastage on preparation. Thanks to negligible time in preparation and convenience, urban consumers (particularly service class) have imbued these foods in their lives.

The report gives comprehensive information about the ongoing trend and future trend for different food items such as: milk, meat, fruits, vegetables, fish and confectionery. It also studies the past performance of different items in the drinks segment - like tea, coffee and soft drinks.

The report provides extensive research, conceptual analysis and statistical data of the food and drinks market in India. It aims at assisting clients in analyzing the potential growth areas, challenges and drivers critical for the expansion of food and drinks market. The report also contains forecast for all the segments that gives a rough idea about the direction in which the industry is likely to move in future. The forecast is based on a correlation between past market growth and growth of base drivers.

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