

# 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.

## Contents

### **1. ANALYST VIEW**

### **2. INDIAN FOOD AND DRINKS INDUSTRY: AN OVERVIEW**

### **3. EMERGING INDUSTRY TRENDS**

- 3.1 Demographics
- 3.2 Wealth Distribution
- 3.3 Increasing Personal Disposable Income
- 3.4 Private Consumption
- 3.5 Changing Lifestyle
- 3.6 Food Preferences
- 3.7 Reducing Urban and Rural Divide

### **4. FOOD CONSUMPTION PATTERNS: HISTORIC AND FUTURE ANALYSIS TO 2013**

- 4.1 Milk
- 4.2 Meat
- 4.3 Fruits
- 4.4 Vegetables
- 4.5 Fish
- 4.6 Confectionery

### **5. DRINK CONSUMPTION PATTERNS: HISTORIC AND FUTURE ANALYSIS TO 2013**

- 5.1 Coffee
- 5.2 Tea
- 5.3 Alcoholic Drinks
- 5.4 Soft Drinks

### **6. POTENTIAL GROWTH AREAS: CURRENT AND FUTURE SCENARIO**

- 6.1 Food Processing Industry
- 6.2 Snack Food
- 6.3 Packaged Food

- 6.4 Organic Food
- 6.5 Food Service Industry
- 6.6 Wine Market
- 6.7 Beer Market
- 6.8 Functional Food and Beverages Market
- 6.9 Bottled Water
- 6.10 Cold Storage Facilities

## **7. ROADBLOCKS**

- 7.1 Antiquated Food Laws
- 7.2 Trade Policies and Regulations
- 7.3 Infrastructural Constraints
- 7.4 Limited Cold Chain and Storage Facilities

## **8. COMPETITIVE LANDSCAPE**

- 8.1 Dabur India Limited
- 8.2 Hindustan Unilever Limited
- 8.3 Britannia Industries Limited
- 8.4 ITC Limited
- 8.5 PepsiCo, Inc.
- 8.6 Cadbury Schweppes PLC

## List Of Figures

### LIST OF FIGURES:

- Figure 2-1: Retail Market (Billion US\$), 2009-2013
- Figure 2-2: Share of Organized and Unorganized Retail Market (2009)
- Figure 2-3: Retail Market by Segment (%), 2007 & 2012
- Figure 2-4: Food, Beverages and Tobacco Retail Market (Billion US\$), 2009-2013
- Figure 3-1: Population (Billion), 2005-2009
- Figure 3-2: Population by Gender (%), 2009
- Figure 3-3: Median Household Income (US\$ per annum), 2005-2009
- Figure 3-4: Personal Disposable Income (Billion US\$), 2005-06 to 2009-10
- Figure 3-5: Per Head Personal Disposable Income (US\$), 2005-2009
- Figure 3-6: Private Consumption Expenditure (Trillion Rs), 2005-06 to 2008-09
- Figure 3-7: Urban and Rural Retail Market (Billion US\$), 2009 & 2013
- Figure 4-1: Dairy Market (Billion Rs), 2008 & 2011
- Figure 4-2: Milk Distribution by Various Means (%)
- Figure 4-3: Forecast for Milk Distribution by Various Means (%), 2011
- Figure 4-4: Milk Consumption (Liter per Head), 2005-2009
- Figure 4-5: Forecast for Milk Consumption (Liter per Head), 2010-2013
- Figure 4-6: Exports for Dairy Products (%), 2008 -09
- Figure 4-7: Meat Consumption (Kg per Head), 2005-2009
- Figure 4-8: Forecast for Meat Consumption (Kg per Head), 2010-2013
- Figure 4-9: Fruit Consumption (Kg per Head), 2005-2009
- Figure 4-10: Forecast for Fruit Consumption (Kg per Head), 2010-2013
- Figure 4-11: Vegetable Consumption (Kg per Head), 2005-2009
- Figure 4-12: Forecast for Vegetable Consumption (Kg per Head), 2010-2013
- Figure 4-13: Fish Consumption (Kg per Head), 2005-2009
- Figure 4-14: Forecast for Fish Consumption (Kg per Head), 2010-2013
- Figure 4-15: Confectionery Market by Segment (%), 2009
- Figure 4-16: Forecast for Sugar Confectionery Market (Million US\$), 2010 & 2013
- Figure 4-17: Confectionery Sales ('000 Metric Tons), 2005, 2009 & 2013
- Figure 5-1: Coffee Consumption ('000 Metric Tons), 2005-2009
- Figure 5-2: Coffee Consumption (Kg per Head), 2005-2009
- Figure 5-3: Forecast for Coffee Consumption ('000 Metric Tons), 2010-2013
- Figure 5-4: Forecast for Coffee Consumption (Kg per Head), 2010-2013
- Figure 5-5: Tea Consumption (Million Kg), 2005-2009
- Figure 5-6: Tea Consumption (gm per Head), 2005-2009
- Figure 5-7: Forecast for Tea Consumption (Million Kg), 2010-2013

- Figure 5-8: Forecast Tea Consumption (gm per Head), 2010-2013
- Figure 5-9: Alcoholic Drink Sales (Billion Liter), 2005-2009
- Figure 5-10: Forecast for Alcoholic Drink Sales (Billion Liter), 2010-2013
- Figure 5-11: Soft Drink Sales (Billion Liter), 2005-2009
- Figure 5-12: Forecast for Soft Drink Sales (Billion Liter), 2010-2013
- Figure 6-1: Share of Processed Food in Food Market (2009)
- Figure 6-2: Forecast for Share of Fruit and Vegetable Processing in Food Processing Industry (2010 & 2025)
- Figure 6-3: Agricultural and Processed Food Products Exports (Billion US\$), 2007-08 & 2008-09
- Figure 6-4: Share of India in Global Processed Food Trade (2008 & 2015)
- Figure 6-5: Snack Food Market (Billion Rs), 2006-2009
- Figure 6-6: Forecast for Snack Food Market (Billion Rs), 2010-2013
- Figure 6-7: Packaged Food Market (Billion Rs), 2007-2009
- Figure 6-8: Ice Cream Market (Million US\$), 2006, 2008 & 2009
- Figure 6-9: Forecast for Ice Cream Market (Million US\$), 2010-2013
- Figure 6-10: Forecast for Packaged Food Market (Billion Rs), 2010-2013
- Figure 6-11: Food Service Industry (Billion US\$), 2007 & 2008
- Figure 6-12: Food Service Industry by Segment (%), 2008
- Figure 6-13: Food Service Industry (Billion US\$), 2009-2013
- Figure 6-14: Wine Market (Billion Rs), 2007-2009
- Figure 6-15: Wine Consumption (Million 9-Liter Cases), 2005-2009
- Figure 6-16: Wine Market by Color (%), 2008
- Figure 6-17: Forecast for Wine Market (Billion Rs), 2010-2013
- Figure 6-18: Forecast for Wine Consumption (Million 9-Liter Cases), 2010-2013
- Figure 6-19: Beer Market (Billion Rs), 2007-2009
- Figure 6-20: Beer Market (Million Liter), 2008 & 2009
- Figure 6-21: Beer Market by Segment (%), 2008
- Figure 6-22: Beer Market by Player (%), 2008
- Figure 6-23: Forecast for Beer Market (Billion Rs), 2010-2013
- Figure 6-24: Forecast for Beer Market (Million Liter), 2010-2013
- Figure 6-25: Functional Food and Beverages Market (Billion US\$), 2008 & 2012
- Figure 6-26: Bottled Water Sales (Million Liter), 2005-2009
- Figure 6-27: Bottled Water Sales (Million US\$), 2005-2009
- Figure 6-28: Forecast for Bottled Water Sales (Million Liter), 2010-2013
- Figure 6-29: Forecast for Bottled Water Sales (Million US\$), 2010-2013

## List Of Tables

### LIST OF TABLES:

Table 3-1: Population by Age Group (Million), 2005-2009

Table 3-2: Number of Households by Income Bracket (Million), 2004-05 to 2008-09

Table 4-1: Production of Milk by State/UT ('000 Metric Tons), 2006-07 & 2007-08

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