

Indian Food Services Market Forecast to 2015

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Abstracts

The Indian food services market has witnessed strong growth over the past few years. Economic liberalization and growing income of middle-class population have had a positive impact on consumer spending and consumption in both suburban and urban areas. Indian consumers now spend a significant proportion of their income on eating out. Furthermore, market growth is largely fuelled by the rising young population, working women, hectic schedules, and presence of massive investments.

According to our new research report, "Indian Food Services Market Forecast to 2015", the Indian Food services Industry is anticipated to grow at a CAGR of around 12% during 2012-2015. 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.

In order to understand the nerve of the market, we have divided the market by structure, type and format. Individual focus has also been given to the growing segments like fast food, full service restaurants and cafes & bars. An in-depth analysis of the consumer behavior patterns has been conducted for tier-I and -II cities through comprehensive primary research and market survey. In addition, a complete section is devoted to the analysis of the strategies adopted by players to lure customers and to increase sales.

The report also provides extensive information on the upcoming investments, mergers and acquisitions, franchising activities, expansion plans of key chains in various segments. The report also gives overview of supply-chain management and regulatory scenario in the country. In a nutshell, our research report provides valuable information and necessary insight for investors and new companies looking to enter this market.

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