

# Opportunities in Indian Popcorn Market

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## Abstracts

The popcorn market in India has attracted huge investments and interests of several players over the past few years. It has become a preferred choice in convenient snack segment, and has become equally popular among the consumers and the manufacturers. Both the in-home popcorn market and out-of home popcorn market are witnessing huge demand in the country. Some of the important factors attributing to the growth of the popcorn market in India are increasing consumption from tier I cities, growth of multiplexes in the country and entry of more number of manufacturers with innovative flavors amongst some. Thus, the popcorn market in India is expected to grow at a CAGR of 18.1% during 2012-2015.

Our research report “Opportunities in Indian Popcorn Market”, is an outcome of extensive primary and secondary research spanning over 3 months, and presents a thorough analysis of the popcorn market in the country. Our study reveals that although the share of in-home popcorn market is still less in India, this market is expected to grow in the coming years on the back of factors, like growing hectic schedules of people leading to rising consumption of easy to make snacks and entry of more players in the in-home popcorn market, who are aiming to introduce products at affordable prices. All this will provide a boost to the overall popcorn market in the coming years.

Our report provides market forecast till 2015 for the total popcorn market in India, and its two segments, namely in-home popcorn market and out-of home popcorn market. It also highlights the percentage breakup for the organized and the unorganized segments to present a clear picture of the industry.

Along with a detailed overview of the popcorn market in India, the report also throws light on the regional trends and the detailed analysis of consumer behavior prevailing in the market. In addition, market drivers, opportunities and roadblocks, which play an important role in determining the growth of the popcorn market in the country, are also

discussed in the report.

Furthermore, the report has profiled some of the major players of the industry, like Agro Tech Foods Limited, BANACO OVERSEAS, etc., which will help clients to gain insights of the overall business activities and the product portfolio of these players. Overall, the report presents optimum information and balanced research outlook on the potentials of the popcorn market in India.

## Contents

### **1. ANALYST VIEW**

### **2. RESEARCH METHODOLOGY**

### **3. MARKET DRIVERS**

- 3.1 New Players Set to Provide a Boost to Popcorn Industry
- 3.2 High Profit Margins Driving Revenues of the Industry
- 3.3 Multiplex Growth Posing as an Added Advantage for the Industry

### **4. INDIAN POPCORN MARKET ANALYSIS**

- 4.1 Current and Future Market Size till 2015
- 4.2 By Organized and Unorganized Sector
- 4.3 By Market Segmentation
  - 4.3.1 Out-of Home Popcorn - Current & Future Market Size till 2015
  - 4.3.2 In-Home Popcorn - Current & Future Market Size till 2015

### **5. REGIONAL ANALYSIS**

### **6. CONSUMER BEHAVIOR**

- 6.1 Preferred Place of Buying Popcorn Outside
- 6.2 Purchase Preference for Branded Popcorn in Out-of Home Market
- 6.3 Which Price Range is Popular in In-home Popcorn Segment?
- 6.4 Purchase Preference for Branded Popcorn in In-Home Market
- 6.5 Which Popcorn Flavor is Consumed Most?

### **7. OPPORTUNITIES**

### **8. ROADBLOCKS**

### **9. COMPETITIVE LANDSCAPE**

- 9.1 Agro Tech Foods Limited
  - 9.1.1 Business Overview

- 9.1.2 Product Portfolio
- 9.2 BANACO OVERSEAS
  - 9.2.1 Business Overview
  - 9.2.2 Product Portfolio
- 9.3 Borges India
  - 9.3.1 Business Overview
  - 9.3.2 Product Portfolio
- 9.4 4700 BC
  - 9.4.1 Business Overview
  - 9.4.2 Product Portfolio
- 9.5 Bajoria Foods Pvt Ltd
  - 9.5.1 Business Overview
  - 9.5.2 Product Portfolio

## List Of Figures

### LIST OF FIGURES:

Figure 4-1: Popcorn Market (INR Crore), 2012-2015

Figure 4-2: Share of Organized and Unorganized Sector in Popcorn Market (2012)

Figure 4-3: Out-of Home Popcorn Market (INR Crore), 2012-2015

Figure 4-4: In-Home Popcorn Market (INR Crore), 2012-2015

Figure 6-1: Out-of Home Buying Preference by Places (%)

Figure 6-2: Branded-vs-Non-Branded Popcorn Preference in the Out-of Home Market (%)

Figure 6-3: Consumer Preference for In-Home Popcorn by Price Range (%)

Figure 6-4: Branded-vs-Non-Branded Popcorn Preference in the In-Home Market (%)

Figure 6-5: Consumption Pattern of Popcorn by Flavor (%)

Figure 8-1: Major Challenges of Popcorn Industry

## List Of Tables

### LIST OF TABLES:

Table 5-1: Regional Analysis of Trends in the Popcorn Market

Table 9-1: Agro Tech Foods Limited - Product Portfolio

Table 9-2: BANACO OVERSEAS - Product Portfolio

Table 9-3: Borges India - Product Portfolio

Table 9-4: 4700 BC - Product Portfolio

Table 9-5: Bajoria Foods Pvt Ltd- Product Portfolio

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