

Assessment of the Frozen Food Market in India

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Date: January 2013

Pages: 40

Price: US\$ 800.00 (Single User License)

ID: AA98E964896EN

Abstracts

Executive Summary

Frozen foods are still a nascent segment for the Indian market, but it is fast growing. The Indian frozen food market, including sales to restaurants and hotels, was worth Rs 1,400 crore in 2011. The biggest growth driver of the category is the time pressed consumers looking for convenience. Other drivers include, increased disposable income, changing tastes (greater consumer acceptance), rising number of quick service restaurants, hygiene (particularly for non-vegetarian items) and the fact that frozen foods deliver better value for money than snacks prepared from scratch.

The frozen food market is witnessing innovative initiatives across different categories of products. Apart from good taste, imagination and creativity are strong distinguishing factors among players in the industry.

Why should the report be purchased?

The report "Assessment of the Frozen Food Market in India" analyses the frozen foods industry and highlights the initiatives being taken by the major players. The current market scenario, challenges and future prospects of the sector has also been examined. The report contains latest verbatim of industry experts.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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