

Assessment of the Coffee Industry in India

<https://marketpublishers.com/r/AFC905434D0EN.html>

Date: March 2012

Pages: 30

Price: US\$ 1,000.00 (Single User License)

ID: AFC905434D0EN

Abstracts

Executive Summary

Coffee consumption is increasing in the tea-drinking Indian region, making it one of the fastest growing coffee markets in the world. The base of coffee consumers is expanding, owing to the changing demographics, increasing urbanization, rising disposable income and large number of retail outlets emerging across the country. Prominent coffee chains in urban India have collaborated with coffee cultivators in remote areas, to cater to the demands of the dynamic urban Indian consumer.

The changing lifestyle of consumers has led to a surge in the café culture in the country, with many players vying for the consumer's attention. However, the fresh ground coffee market encompasses many regional players, most of which are concentrated in South India. At the national level, the in-house coffee market is dominated by two primary coffee brands Bru by Hindustan Unilever and Nescafe by Nestlé India. While the current café penetration in India is low, the market is likely to see rapid growth with the entry of Starbucks in 2012-13. Additionally, the rising popularity of retail coffee chains is expected to enhance the share of regular coffee drinkers at home.

Why should the report be purchased?

Our report 'Assessment of the Coffee Industry in India' highlights market structure of the coffee industry in India. It analyses the regulatory landscape and its bearing on the growth of this industry. The report also studies the emerging trends and industry dynamics of in the Indian coffee industry. A detailed study of key players in the market has also been presented.

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.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 3-5 business days, as each hard copy is custom printed for the client.

About Smart Research Insights (SRI)

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

Contents

1. OVERVIEW: INDIA COFFEE INDUSTRY

2. INDIAN COFFEE MARKET STRUCTURE

- a. Coffee Production Hubs in India
- b. Trade Channels

3. MARKET ASSESSMENT

- a. Domestic production
- b. Foreign Trade

4. CAFÉ CULTURE IN INDIA

5. GOVERNMENT REGULATIONS

6. EMERGING TRENDS & DRIVERS

7. COMPETITIVE LANDSCAPE

- a. Key Coffee Brands
 - i. Tata Coffee
 - ii. Nestle
 - iii. BRU
- b. Key Retail Chains
 - i. Barista
 - ii. Café Coffee Day
 - iii. Java Green
 - iv. Costa Coffee
 - v. Gloria Jean's
 - vi. Coffee Bean & Tea Leaf

8. FUTURE OUTLOOK

9. RESEARCH METHODOLOGY

10. ABOUT SMART RESEARCH INSIGHTS

I would like to order

Product name: Assessment of the Coffee Industry in India

Product link: <https://marketpublishers.com/r/AFC905434D0EN.html>

Price: US\$ 1,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AFC905434D0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970