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Assessment of the Coffee Industry in India

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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 lead 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 cafe 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

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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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