

Indian Biscuits Industry - Prospects & Promotion

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Date: July 2012

Pages: 25

Price: US\$ 800.00 (Single User License)

ID: IFC1356D508EN

Abstracts

Executive Summary

The growth prospects of the Indian biscuit industry are bright. Even though the country is the third largest consumer of biscuits after the US and China, the per capita consumption is very low. It stands at about 2 kg in comparison to more than 10 kg in the US and UK. Various factors including availability of cheap labour in the country and easy availability of raw materials present huge export potential to the industry. Players including Parle, ITC and Britannia are expanding overseas. Countries such as the USA, Bangladesh and the Russia are being seen as the potential markets.

The India food processing sector is currently growing at an average rate of 13.5% annually. The industry is expecting a higher growth rate due to the government support being provided in terms of improving the supply chain, by building large primary collection and distribution centres across India involving the private sector, in the period 2012-17.

Why should the report be purchased?

The report 'Indian Biscuits Industry: Prospects & Promotion' highlights key trends emerging in the market along with initiatives being taken by the major service providers. The current market scenario and future prospects of the sector has also been examined along with the regulatory environment.

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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