

India Extruded Snacks Market, By Product Type (Rice Extruded Snacks, Corn Extruded Snacks, Wheat Extruded Snacks and Others), By Distribution Channel (Traditional Grocery Stores, Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Company, Competition, Forecast & Opportunities, 2024

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Abstracts

India extruded snack market is expected to grow at a CAGR of 15% during the forecast period on account of rising per capita income, growing youth population, increasing urbanization, introduction of smaller packs and competitive pricing by the market leaders. Additionally, introduction of regional flavors by leading players is also boosting the extruded snacks market in the country. Moreover, busy work schedules (especially of the urban population) coupled with growing youth population is further fostering the demand for extruded snacks in the country.

India extruded snacks market can be segmented based on product type, distribution channel, company and region. Based on product type, the India extruded snacks market can be categorized into rice extruded snacks, corn extruded snacks, wheat extruded snacks and others. The rice extruded snacks is expected to witness the fastest growth during the forecast period since it holds the major part of market share on account of their huge popularity and consumer preference. Additionally, the strong marketing of the rice based extruded snacks such as Kurkure, Tedhe Medhe, Taka Tak, among others by the major players such as PepsiCo, ITC, and Haldirams, further propels the market.

The Northern region dominates the country's extruded snacks market in 2018, and is expected to maintain its dominance during the forecast period. Some of the major

players operating in the Indian Extruded Snacks Market are PepsiCo, ITC, Prataap Snacks, DFM Foods, Haldirams, among others.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of the India extruded snacks market

To classify and forecast the India extruded snacks Market based on product type, by distribution channel, regional distribution, and company

To identify drivers and challenges for the India extruded snacks Market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the India extruded snacks Market

To conduct pricing analysis for the India extruded snacks Market

To identify and analyze the profile of leading players involved in the India extruded snacks Market

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and

presence of all major manufacturers across the globe.

TechSci Research calculated the market size of India extruded snacks market using a bottom-up approach, wherein data for various applications across various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Extruded snacks manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulatory authorities and policy makers

Organizations, forums and alliances related to extruded snacks market

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end-users, etc. besides allowing them in strategizing investments and capitalizing on the market opportunities.

Report Scope:

In this report, the India extruded snacks market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Product Type

Rice Extruded Snacks

Corn Extruded Snacks

Wheat Extruded Snacks

Other Extruded Snacks

Market, By Distribution Channel

Traditional Grocery Stores

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Market, By Region:

North

West

East

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India extruded snacks market.

Available Customizations

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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2. ITC Limited
3. Prataap Snacks Limited
4. DFM Foods Limited
5. Haldiram's Food International Ltd
6. Balaji Wafers Pvt Ltd
7. Bikanervala Foods Pvt Ltd
8. Parle Food Pvt Ltd
9. Bikaji Foods International Ltd
10. Laxmi Snacks Pvt Ltd

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