

India Frozen Food Market, By Product (Frozen Snacks, Frozen Meat & Seafood, Frozen Fruits & Vegetables, Frozen Dairy & Dessert, and Frozen Meals), By Distribution Channel (Departmental Stores, Convenience Stores, Specialty Stores, Hypermarket/ Supermarket, Direct Sales, Online Sales Channel), By Region, By States, Competition, Forecast & Opportunities, FY2017-FY2027F

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Abstracts

The India frozen food market stood at USD1204.30 million in FY2021 and is anticipated to grow with a CAGR of 8.00% in the forecast period, to reach USD1841.28 million by FY2027F. The high demand for convenience food items, changing lifestyle, and increasing product innovation are the key factors driving the demand for India frozen food market in the forecast period.

Growth in the reach of the e-commerce industry in every corner of the country due to high internet penetration and proliferation of smart devices is accelerating the purchase of frozen food items. In addition to this growing expenditure capacity of consumers to purchase quality products is playing a significant role in influencing the demand for India frozen food market.

Also, an increase in demand for convenience food items among the consumers as they require less cooking time and eliminate the need to purchase items for cooking preparations is accelerating demand for frozen food items in the country. The demand for processed food is driven by the busy lifestyle of consumers and the surge in population of working women in the country.

The India frozen food market is segmented into product, distribution channel, company, and regional distribution, by states. Based on product, the market is divided into frozen snacks, frozen meat & seafood, frozen fruits & vegetables, frozen dairy & dessert, and frozen meals. The frozen dairy & dessert segment held a market share of 6.84% in FY2021 and is expected to witness the fastest incremental growth in the forecast period. The increasing importance of healthy food items due to the rise in health-consciousness among consumers are driving the demand for India frozen food market through the forecast period.

McCain Foods (India) Private Limited, Godrej Tyson Foods Limited (Real Good Chicken and Yummiez), Innovative Foods Limited (Sumeru), Venky's (India) Limited (Venky's), Mother Dairy Fruit & Vegetable Private Limited (Safal), ITC Limited (ITC Master Chef), Hyfun Frozen Foods Pvt. Ltd. (HyFun), Top Fresh International Private Limited, DARSHAN FOODS PVT. LTD. (Meatzza), Swadhika Foods LLP, etc., are the major market players operating in India frozen food market.

Years considered for this report:

Historical Years: FY2017-FY2020

Base Year: FY2021

Estimated Year: FY2022E

Forecast Period: FY2023F–FY2027F

Objective of the Study:

To analyze the historical growth in the market size of India frozen food market from FY2017 to FY2021.

To estimate and forecast the market size of India frozen food market from FY2022E to FY2027F and growth rate until FY2027F.

To classify and forecast India frozen food market based on product, distribution channel, company, regional distribution, by states.

To identify dominant region or segment in the India frozen food market.

To identify drivers and challenges for India frozen food market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India frozen food market.

To identify and analyze the profile of leading players operating in India frozen food market.

To identify key sustainable strategies adopted by market players in India frozen food market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of frozen food manufacturers across the country. 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 calculated India frozen food market size using a bottom-up approach, where data for various end user industries and its application across various product types were 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 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 used by TechSci Research.

Key Target Audience:

Frozen food manufacturing companies

Suppliers/Distributors

End-Users

Government bodies such as regulating authorities and policy makers

Organizations, industry associations, forums and alliances related to frozen food 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 frozen food manufacturing companies, end users etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

India Frozen Food Market, By Product:

Frozen Snacks

Frozen Meat & Seafood

Frozen Fruits & Vegetables

Frozen Dairy & Dessert

Frozen Meals

India Frozen Food Market, By Distribution Channel:

Departmental Stores

Convenience Stores

Specialty Stores

Hypermarket/ Supermarket

Direct Sales

Online Sales Channel

India Frozen Food Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India frozen food 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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