

India Ready-To-Eat Food Market By Product Type (Ready-To-Heat and Ready-To-Cook) By Distribution Channel (Convenience Stores, Traditional Sales, Departmental Stores, Wholesaler, Online, Others (Distributor Sales, Direct Sales, etc.)), By End User (Residential, Food Service, and Distributor), By Region, By Company, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/IB75C87AF74EN.html>

Date: September 2023

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: IB75C87AF74EN

Abstracts

The India Ready-To-Eat Food Market is poised to exhibit an impressive Compound Annual Growth Rate (CAGR) during the forecast period. The surge in demand for convenient food choices among the working populace, the expansion of the Indian retail chain sector, and continuous product innovations stand as pivotal drivers of growth for the ready-to-eat food market. However, challenges related to mounting obesity and diabetes concerns could potentially hinder market expansion, as health-conscious consumers are apprehensive about the high-fat content commonly found in such foods.

The escalating demand for ready-to-eat food is notably attributed to India's bustling working population, often grappling with busy schedules and limited time and resources for home-cooked meals. As an illustration, in 2020, India boasted over 900 million individuals falling within the working age bracket (15–64), accounting for 67% of the nation's total population. Projections indicate an additional influx of 100 million into this demographic by 2030. According to the Confederation of Indian Industry (CII) analysis, this projection implies that India will contribute a staggering 24.3% to the global workforce expansion over the ensuing decade.

Market Growth Driven by Demand for Sustainable Packaging

In addition to catering to diverse product preferences and portion sizes, the demand for sustainable packaging significantly drives market growth. This inclination towards environmentally friendly packaging stems from growing consumer awareness and concern for the environment. Packaging that isn't recyclable, reusable, or compostable may lead consumers to opt for brands that prioritize ecological responsibility. While businesses delve into sustainable packaging, they must ensure that the fundamental purpose of ready-to-eat packaging—preserving meal quality and flavor until consumption—is upheld. Maintaining cost efficiency while incorporating these dynamic packaging features remains a key challenge.

Product Innovation as a Catalyst for Market Expansion

In the present era, consumers exhibit an openness to culinary experimentation, seeking novel food experiences. Modern generations emphasize food quality and are willing to invest slightly more for premium quality without compromising health. Driven by these factors, Indian food producers continually innovate, propelling significant expansion in the ready-to-eat food sector. For instance, brands like Innovative Foods, owning Sumeru, introduce innovative offerings like Lasagne Paratha. Safal broadens its frozen product portfolio with items such as Frozen Okra Cut, Frozen Drumstick, and Frozen Haldi Paste Cubes. Recognizing gaps in the market, BigBasket enters with frozen pizza and peas under its private label Fresho.

Rising Number of Food Delivery Applications Boosts Market

The hectic lifestyle of many Indians has propelled the adoption of ready-to-eat foods through smartphone apps such as Swiggy, Foodpanda, and Zomato. These platforms cater to the growing demand for convenient meals. The surge in smartphone usage, coupled with affordable internet options, has expanded the consumer base for online meal delivery in India. As major players extend their reach beyond metropolitan areas to smaller towns and cities, the industry's growth is further amplified.

Thriving Startup Ecosystem Driving Market Expansion

Renowned brands like MTR, McCain, Bikanervala, ITC, and Nestlé enjoy widespread consumer acceptance, opening avenues for startups to enter the market. India's burgeoning startup landscape is rife with innovation, driving the creation of new products for consumers. Suzu Agro's Aaj Pakao brand offers vacuum-sealed bags of

Six Beans and Seven Curries, along with dishes like Pav Bhaji, Mangalorean Ghee Roast, Goan Xacuti Gravy, Dal Makhni, Missal, and Chettinad Gravy.

In conclusion, the India Ready-To-Eat Food Market is poised for substantial growth driven by factors like convenience-seeking consumers, sustainable packaging demands, product innovation, surging food delivery apps, and a flourishing startup ecosystem.

Market Segmentation

India's Ready-To-Eat Food market is segmented on the basis of product type, distribution channel, and end user. In terms of product type, the market is fragmented into ready-to-heat and ready-to-cook. In terms of distribution channels, the market is further segmented into convenient stores, traditional sales, departmental stores, wholesalers, online, and others (distributor sales, direct sales, etc.). Based on end user, the market is further split into residential, food service, and distributor.

Market Players

Bikanervala Foods Private Limited, Gits Food Products Pvt. Ltd, Mccain Foods India Private Limited, Haldiram Foods International Pvt. Ltd, MTR Foods Pvt. Ltd., ITC Limited, Godrej Agrovet Limited, Tata Consumer Products Limited, Venkys (India) Limited, and Nestl? India Limited are the major market players in India's Ready-To-Eat Food market.

Report Scope:

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

India Ready-To-Eat Food Market, by Product Type:

Ready-To-Heat

Ready-To-Cook

India Ready-To-Eat Food Market, by Distribution Channel:

Convenience Stores

Traditional Sales

Departmental Stores

Wholesaler

Online

Others

India Ready-To-Eat Food Market, by End User:

Residential

Food Service

Institutional

India Ready-To-Eat Food Market, by Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India ready-to-eat 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

India Ready-To-Eat Food Market By Product Type (Ready-To-Heat and Ready-To-Cook) By Distribution Channel (Conv...

report:

Company Information

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

Contents

roduction

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Awareness About Ready-to-Eat Food
- 4.2. Brand Awareness
- 4.3. Factors Influencing Purchase Decision
- 4.4. Sources of Awareness

5. INDIA READY-TO-EAT FOOD MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Ready-To-Heat and Ready-To-Cook)

5.2.2. By Distribution Channel Market Share Analysis (Convenient Stores, Traditional Sales, Departmental Stores, Wholesaler, Online, Others (Distributor Sales, Direct Sales, etc.))

5.2.3. By End User Market Share Analysis (Residential, Food Service, and Distributor)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North India Market Share Analysis

5.2.4.2. West India Market Share Analysis

5.2.4.3. South India Market Share Analysis

5.2.4.4. East India Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. India Ready-To-Eat Food Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.3. By End User Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. INDIA READY-TO-HEAT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Segment Market Share Analysis (Frozen Ready-To-Eat Food, Shelf Stable Ready-To-Eat Food)

6.2.2. By Distribution Channel Market Share Analysis

6.2.3. By End User Market Share Analysis

7. INDIA READY-TO-COOK MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Segment Market Share Analysis (Frozen Ready-To-Eat Food, Shelf Stable Ready-To-Eat Food)

7.2.2. By Distribution Channel Market Share Analysis

7.2.3. By End User Market Share Analysis

8. MARKET DYNAMICS

8.1. Drivers

- 8.1.1. Product Availability
- 8.1.2. Changing Taste & Preferences
- 8.1.3. Growing Working Population
- 8.2. Challenges
 - 8.2.1. Health Concerns
 - 8.2.2. Lack of Culinary Diversity

9. IMPACT OF COVID-19 ON INDIA READY-TO-EAT FOOD MARKET

- 9.1. Impact Assessment Model
 - 9.1.1. Key Segments Impacted
 - 9.1.2. Key Regions Impacted
 - 9.1.3. Key Distribution Channel Impacted

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Growing Startup Industry
- 10.2. Demand for Sustainable Packaging
- 10.3. Increasing number of Food Delivery Applications
- 10.4. Product Innovation
- 10.5. Rising Number of Online Stores

11. PORTER'S FIVE FORCES MODEL

- 11.1. Competitive Rivalry
- 11.2. Bargaining Power of Buyers
- 11.3. Bargaining Power of Suppliers
- 11.4. Threat of New Entrants
- 11.5. Threat of Substitutes

12. SWOT ANALYSIS

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunities
- 12.4. Threats

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Bikanervala Foods Private Limited

13.1.1.1. Company Details

13.1.1.2. Product & Services

13.1.1.3. Financials (As Per Availability)

13.1.1.4. Key market Focus & Geographical Presence

13.1.1.5. Recent Developments

13.1.1.6. Key Management Personnel

13.1.2. Gits Food Products Pvt. Ltd

13.1.2.1. Company Details

13.1.2.2. Product & Services

13.1.2.3. Financials (As Per Availability)

13.1.2.4. Key market Focus & Geographical Presence

13.1.2.5. Recent Developments

13.1.2.6. Key Management Personnel

13.1.3. McCain Foods India Private Limited

13.1.3.1. Company Details

13.1.3.2. Product & Services

13.1.3.3. Financials (As Per Availability)

13.1.3.4. Key market Focus & Geographical Presence

13.1.3.5. Recent Developments

13.1.3.6. Key Management Personnel

13.1.4. Haldiram Foods International Pvt. Ltd

13.1.4.1. Company Details

13.1.4.2. Product & Services

13.1.4.3. Financials (As Per Availability)

13.1.4.4. Key market Focus & Geographical Presence

13.1.4.5. Recent Developments

13.1.4.6. Key Management Personnel

13.1.5. MTR Foods Pvt. Ltd.

13.1.5.1. Company Details

13.1.5.2. Product & Services

13.1.5.3. Financials (As Per Availability)

13.1.5.4. Key market Focus & Geographical Presence

13.1.5.5. Recent Developments

13.1.5.6. Key Management Personnel

13.1.6. ITC Limited

13.1.6.1. Company Details

13.1.6.2. Product & Services

- 13.1.6.3. Financials (As Per Availability)
- 13.1.6.4. Key market Focus & Geographical Presence
- 13.1.6.5. Recent Developments
- 13.1.6.6. Key Management Personnel
- 13.1.7. Godrej Agrovet Limited
 - 13.1.7.1. Company Details
 - 13.1.7.2. Product & Services
 - 13.1.7.3. Financials (As Per Availability)
 - 13.1.7.4. Key market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. Tata Consumer Products Limited
 - 13.1.8.1. Company Details
 - 13.1.8.2. Product & Services
 - 13.1.8.3. Financials (As Per Availability)
 - 13.1.8.4. Key market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments
 - 13.1.8.6. Key Management Personnel
- 13.1.9. Venkys (India) Limited
 - 13.1.9.1. Company Details
 - 13.1.9.2. Product & Services
 - 13.1.9.3. Financials (As Per Availability)
 - 13.1.9.4. Key market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments
 - 13.1.9.6. Key Management Personnel
- 13.1.10. Nestl? India Limited
 - 13.1.10.1. Company Details
 - 13.1.10.2. Product & Services
 - 13.1.10.3. Financials (As Per Availability)
 - 13.1.10.4. Key market Focus & Geographical Presence
 - 13.1.10.5. Recent Developments
 - 13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 14.1. Key Focus Areas
- 14.2. Target Product Type
- 14.3. Target End Use

15. ABOUT US & DISCLAIMER

(Note: The companies list can be customized based on the client requirements.)

I would like to order

Product name: India Ready-To-Eat Food Market By Product Type (Ready-To-Heat and Ready-To-Cook) By Distribution Channel (Convenience Stores, Traditional Sales, Departmental Stores, Wholesaler, Online, Others (Distributor Sales, Direct Sales, etc.)), By End User (Residential, Food Service, and Distributor), By Region, By Company, Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/IB75C87AF74EN.html>

Price: US\$ 3,500.00 (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/IB75C87AF74EN.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