

Sellers Guide for Food & Beverage in India

<https://marketpublishers.com/r/S45C5357139EN.html>

Date: June 2015

Pages: 77

Price: US\$ 2,000.00 (Single User License)

ID: S45C5357139EN

Abstracts

ABOUT TECNOVA

Tecnova is a 31 year old India Entry Consultancy firm that has helped over a thousand International companies in understanding the market for their products in India. With a team of over 100 people providing primary research and implementation services, we have assisted our clients in establishing business relations with India, ranging from activities like setting up a distribution network, incorporating their companies, acquiring companies, conducting road-shows to Greenfield implementation to set up their manufacturing facilities in India.

ABOUT SELLERS GUIDE TO FOOD & BEVERAGE IN INDIA

After conversing with thousands of companies on their needs and objectives to address the Indian market, we understand that the first goal for most companies is to export their products and engage with local distribution partners. The availability of information about effective importing and distributing partners is often a challenge, which is what we have aimed to address with the Sellers Guide to Food & Beverage in India. The report provides a brief overview of the market conditions, the growth drivers and the regulatory environment for packaged foods in India, and then concentrates on the most successful importer-distribution organizations in India. It contains detailed backgrounds on the top 14 companies and snapshot information on another 29 companies that are known for importing international food products and marketing them successfully across India. The strength of their networks, the product focus, brands they deal with and marketing reach is what we have endeavored to cover in the report.

WHO WOULD BENEFIT FROM THIS REPORT

Any company that is a manufacturer of Food or Beverage products, with an objective to

export their production to the huge consumer market that India has become will benefit from this report.

The information that the report contains would help these companies to reduce the risk of dealing with a completely unknown distributor who could turn out to be a partner unable to effectively market their products. It allows companies to gain a background understanding on the most suitable partners by product category or by region given their presence across various parts of India.

Contents

India – A Growing Opportunity

Food Processing Industry

Imported Value Added Food Market in India

Wine

Olive Oil

Juices

Bread & Cereals

Growth Drivers for Imported Food

Key Channels of Distribution of Packaged Foods 12

Modern Format

Traditional Format

Institutional Format

E-Commerce

Key Regulations in the Food and Beverage Industry in India

Product Approval

Labeling requirements for food and beverage products in India

Leading Importers-Distributors of Packaged Food and Beverages in India

Overview of Industry

Key Facts

Company Background

Product Portfolio & revenue share

Infrastructure & Distribution

Clientele

Profile of other 29 leading Importer-Distributor in India

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