India Ready-to-eat Food Market Forecast & Opportunities, 2019

Description: Globally, the demand for ready-to-eat (RTE) food products has been increasing over the last few years on account of busier lifestyle of consumers and their rising income levels. Due to increased employment opportunities, a large number of people are migrating from tier 1 and tier 2 cities to metropolitans, which is an important driver for RTE food products in the country. Nuclear families and bachelors residing in metros for study or employment purpose are among the major consumers of RTE food products in India. The number of working women is particularly on the rise, which is again driving the demand for RTE food products. All these factors are creating significant awareness about ready meals among consumers. Growth in retail chains and outlets is also adding to the product awareness among consumers in the country. Supermarkets, convenience stores and hypermarkets are emerging as the key points-of-sale offering a wide range RTE food products manufactured by leading companies such as ITC, Kohinoor, Haldiram’s, McCain, MTR, etc.

According to "India Ready-to-eat Food Market Forecast & Opportunities, 2019", the Indian RTE food market is projected to grow at a CAGR of 21.99% during 2014-19, in value terms. Increasing workforce, improving consumer lifestyle, and expanding retail formats are the key drivers buoying growth in RTE food products demand in the country. Northern and western region are the key revenue contributors in the RTE food market, with major demand emanating from cities like Delhi-NCR, Mumbai, Ahmedabad, etc. Segment wise, shelf stable RTE food demand exceeds that of frozen RTE food in the country. This is attributable to the fact that frozen RTE food needs proper refrigeration for maintaining their shelf life. However, high price of RTE food products is a major factor posing threat as Indian consumers are innately price conscious and their preferences generally change with even slightest change in price. This presents RTE companies with an opportunity to come up with a variety of high-quality RTE food products in affordable price range.

"India Ready-to-eat Food Market Forecast & Opportunities, 2019" report explains following aspects related to Ready-to-eat food market in India:

- India Ready-to-eat Food Market Size, Share & Forecast
- Segmental Analysis – Shelf Stable and Frozen Food
- Policy & Regulatory Landscape
- Changing Market Trends & Developments
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of Ready-to-eat food market in India
- To identify the on-going trends and anticipated growth in the coming years
- To help industry consultants, distributors and dealers to align their market-centric strategies
- To obtain research based business decision and add weight to presentations and marketing material
- To gain competitive knowledge of leading players
- To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary sources. Primary research included interviews with Ready-to-eat food manufacturers, distributors, exporters and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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