
Description: The custom of chewing breath fresheners after meals has a very long history, particularly in India. Pan masala is a balanced mixture of areca nuts (also known as supari), catechu, cardamom, lime, flavouring agents and some natural perfuming materials. It is widely used to remove the bad odour of the mouth by providing a fresh breath and comes in attractive user-friendly packets and containers. Despite its growing demand in rural areas, pan masala is gaining prominence in urban areas of India. Factors like its immense popularity, constantly increasing disposable incomes, convenient packaging, aggressive advertising campaigns by manufacturers and the large-scale switching of consumers from tobacco products to pan masala are currently encouraging the growth of pan masala market. The pan masala market has reached values worth around INR 35,459 Crores in 2016 growing at a CAGR of 16.5% during 2009-2016.

“Pan Masala Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2017-2022” has segmented the pan masala market on the basis of types and importing countries. Among the various types of pan masala available in the Indian market, pan masala containing tobacco represents the dominating type accounting for more than 50% of the entire market. Pan masala containing tobacco is followed by plain pan masala and flavoured pan masala. The Indian exports of pan masala are dominated by UAE accounting for around one-third of the total export values. UAE is followed by USA, Singapore, Afghanistan, South Africa, Saudi Arabia and Malaysia. The report has also analysed some of the key players operating in the market. Rajnigandha represents the largest manufacturer of pan masala followed by RMD, Pan Vilas and Pan Parag.

Pan Masala Market Report
The report provides a comprehensive analysis for setting up a pan masala manufacturing plant. The study covers all the requisite aspects of the Indian pan masala market and provides an in-depth analysis of the market, industry performance, processing and manufacturing requirements, project cost, project funding, project economics, expected returns on investment, profit margins, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who are planning to foray into the pan masala industry in any manner.

Key Questions Answered in This Report:

- How has the pan masala market performed so far and how will it perform in the coming years?
- What are the various types of pan masala?
- What are the various stages in the value chain of the pan masala industry?
- What are the key driving factors and challenges in the pan masala industry?
- What is the degree of competition in the pan masala industry?
- What are the profit margins in the pan masala industry?
- What are the key requirements for setting up a pan masala manufacturing plant?
- How is pan masala manufactured?
- What are the various unit operations involved in a pan masala plant?
- What is the total size of land required for setting up a pan masala plant?
- What are the machinery requirements for setting up a pan masala plant?
- What are the raw material requirements for setting up a pan masala plant?
- What are the packaging requirements for pan masala?
- What are the transportation requirements for pan masala?
- What are the utility requirements for setting up a pan masala plant?
- What are the manpower requirements for setting up a pan masala plant?
- What are the infrastructure costs for setting up a pan masala plant?
- What are the capital costs for setting up a pan masala plant?
- What are the operating costs for setting up a pan masala plant?
- What will be the income and expenditures for a pan masala plant?
- What is the time required to break-even?

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