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Market Research Report on Packaged Fruit Juices & Drinks in India (Present & Future Potential, Market Insights, Growth Drivers, Opportunities, Industry Size, Porters 5 Forces, Demand Analysis & Forecasts upto 2017)

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About the Book

Fruit beverages in India have come a long way since their first forms to find their permanent place in Indian households. Today you will find yourself bewildered with the choices available if you wish to drink a fruit beverage. Innumerable and eclectic flavors combined with several variants (juices, drinks or nectars), is a testament to the fruit beverage industry transformation. In the view of the rising future potential of the industry, Niir Project Consultancy Services has released a new research report titled “Market Research Report on Packaged Fruit Juices & Drinks in India (Present & Future Potential, Market Insights, Growth Drivers, Opportunities, Industry Size, Porter’s 5 Forces, Demand Analysis & Forecasts upto 2017)”. The report aims at providing a thorough understanding and analysis of the industry by deeply exploring the present status as well as the future prospects of the fruit beverage sector in India in the wake of evolving market dynamics.
The report establishes the study by covering data points like growth drivers for the industry, opportunities, present scenario, demand supply estimation & analysis, porters 5 force analysis and key player information.
The report begins with a brief on global status of the fruit beverage industry and then shares information on the current status of the industry on the domestic front. The report discusses the overview of the sector along with its classification and structure and then further proceeds to analyze the growth drivers and opportunities for the industry. Rising per capita incomes of the Indians, bulging middle class, surging modern trade and growing urbanization will be the macro economic factors that will contribute to its growth. Escalating health consciousness among Indians has lured them towards fruit beverages and the players have left no stone unturned in capturing this sudden rush of demand. Although the fruit beverage industry is dominated by the loose beverage segment, the share of packaged fruit beverages is gradually rising and eating away the other share.
The report then discusses the demand-supply scenario of packaged fruit beverages in India by analyzing various aspects. The demand for packaged fruit beverages is captured by studying the consumption volumes and the industry revenues while the supply side involves scrutiny of estimated fruit processing units in the country along with the fruit production statistics of India.The data discussed above is supported by graphical representations wherever necessary along with the key forecasts. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the sector. The sector is

said to be most attractive when the 5 forces are their weakest and the report explicates the forces methodically to simplify the analysis.
The next segment of the report includes industry players details like key player business profile and financial comparison of companies operating in this segment. Profiles of companies like Dabur India, PepsiCo India, Coca-Cola India and Parle Agro are included while peer group financials includes contact information like address of registered office, director's name and financial comparison covering balance sheet, profit & loss account and several financial ratios of the players. The report ends with a promising outlook of the sector.
The fruit beverage industry in India is on its mark for a great run to success. Changing consumer dynamics like rising incomes, shifting preferences towards healthy drinks and changing perceptions will contribute majorly for the industry's next growth phase. Macro-economic factors like spurt in the modern trade, growing urbanization in the nation and burgeoning middle class will further lend a helping hand to the sector.

Reasons for Buying this Report:
• This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure and its classification
• The report provides in-depth market analysis covering major growth driving factors for the industry and opportunities prevalent
• This report helps to understand the present status of the industry by elucidating a comprehensive scrutiny of the demand – supply situation with forecasts and porters 5 force analysis
• Report provides analysis and in-depth financial comparison of major players/competitors
• The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:
• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
• The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
• We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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