

Market Research Report on Cold Chain Logistics in India (Cold Storage and Reefers) Present Scenario, Future Prospects, Market Potential, Opportunities, Growth Drivers, Industry Size, Analysis & Forecasts Upto 2017

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Cold chain sector in India is gaining ground with greater government thrust on reducing food wastage and has a bright future ahead of itself. Gauging the market prospects of the sector, Niir Project Consultancy Services has published a new report titled 'Market Research Report on Cold Chain Logistics in India (Cold Storage and Reefers)- Present Scenario, Future Prospects, Market Potential, Opportunities, Growth Drivers, Industry Size, Analysis & Forecasts Upto 2017' giving valuable insights into the sector and illuminating the roadmap to its growth. The report scrutinizes the integrated cold chain sector in various lights to provide data bites on areas like the present scenario, value drivers of the industry, future prospects, challenges faced by the industry, demand-supply scenario, porter's 5 force analysis and information on key players operating in the industry.

The report begins by sharing the very basic information about the industry like its definition, components, structure and user industries. It elaborates on the above mentioned points with the aim of enhancing the basic industry knowledge of the reader. After that it proceeds to elaborate on the value drivers that will contribute to the growth of the sector. Indian cold chain industry will be driven by the resurgence of user industries primarily coupled with escalating government support and emergence of the organized retail sector in the industry. The above mentioned data is meticulously expounded and supported by graphical representation and forecasts of key indicators. Now to deepen the analysis on the growth prospects of the industry, the report discusses opportunities existing in the country for the sector. The favorable Indian demographical situation, rising incomes and urbanization are some apparent opportunities for the cold chain players. Additionally rising food expenditure by Indians and governmental focus on effective healthcare and nutrition will keep the industry buoyant. However the industry faces some impediments in the form of weak infrastructure and power and land sourcing issues. Opportunities outweigh the challenges faced by the industry and hence it has ample fuel to last its growth drive in the nation.

The market potential of the cold chain sector in India is captured, in the report, by analyzing the demand and supply situation of cold chains in India. The cold chain facilities in India are utilized by industries like processed food, dairy, meat & poultry, horticulture and food service industry. The production numbers of the mentioned user industries is a reliable way of demand assessment. The report also includes key forecasts of user industry's production data. Similarly supply side of the cold chain industry is netted by the number of cold storages, with existing capacities, operating in the industry and the data about cold chain projects set up

under various government schemes. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porter's 5 forces prevalent in the sector. Any sector is said to be most attractive when the 5 forces are at their weakest and the report explicates the forces methodically to simplify the analysis. Lastly to conclude the analysis, the report shares company information on key players like Kausar India Ltd, Snowman Logistics Ltd and Fresh & Healthy Enterprises Ltd. The next segment provides complete financial details of cold chain players in the country. It covers 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.

Indian cold chain sector has bright future ahead of itself with the much revered governmental support and changing consumer dynamics. Indian market is evolving with changing lifestyles, rising urbanization and growing disposable incomes which will be the key benefactors of growth in cold chain user industries like Food service industry, processed food industry and organized retail industry. Additionally mounting government endeavors towards reducing food wastage and penetrating healthcare in deep corners of the country will help in strengthening cold chain infrastructure in India. The cold chain sector in India is still in the nascent stage with enormous growth potential on the back of climatic diversification and geographically vast size of the country. Indian cold chain sector was estimated to be at INR 245 billion in 2013 and we anticipate it to cross INR 600 billion mark in the next 4 years.

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 definition, structure and its components
- The report provides in-depth market analysis covering major growth driving factors for the industry and opportunities & challenges prevalent
- This report helps to understand the present status of the industry by elucidating a comprehensive porter 5 force analysis and scrutiny of the demand – supply situation
- 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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