

# **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)**

**Author:** NPCS Team

**Format:** Paperback

**ISBN:** 9789381039540

**Code:** NI281

**Pages:** 84

**Price:** Rs. 35,400.00 **US\$** 750.00

**Publisher:** NIIR PROJECT CONSULTANCY SERVICES

Usually ships within 4 days

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

## Contents

### Table of Contents

#### 1 OVERVIEW

##### 1.1 The Global Scenario

##### 1.2 The Indian Scenario

##### 1.2.1 Classification

##### 1.2.2 Structure

#### 2 GROWTH DRIVERS & OPPORTUNITIES

##### 2.1 Growing Health Consciousness

##### 2.2 Rising Incomes

##### 2.3 Surging Modern Trade

##### 2.4 Convenient Packaging

##### 2.5 Changing Perceptions & Preferences

##### 2.6 Burgeoning Middle Class

##### 2.7 Increasing Rural Appetite

##### 2.8 Urbanization

##### 2.9 Low Per Capita Consumption

##### 2.10 Rising Share of Packaged Category

#### 3 DEMAND-SUPPLY ANALYSIS

- 3.1 Demand Analysis
  - 3.1.1 Consumption of Packed Fruit Beverages
  - 3.1.2 Market Size
- 3.2 Supply Analysis
  - 3.2.1 Processing Units
  - 3.2.2 Fruit Production
- 4 PORTER'S 5 FORCE ANALYSIS
  - 4.1 Bargaining Power of Buyers
  - 4.2 Bargaining Power of Suppliers
  - 4.3 Rivalry among Existing Players
  - 4.4 Threat of Substitutes
  - 4.5 Threat of New Entrants
- 5 KEY PLAYER INFORMATION
  - 5.1 Key Player Profiles
    - 5.1.1 Dabur India Ltd
    - 5.1.2 PepsiCo India Holdings Pvt. Ltd.
    - 5.1.3 Parle Agro Pvt. Ltd.
    - 5.1.4 Coca-Cola India Pvt. Ltd.
  - 5.2 Peer Group Financials
    - 5.2.1 Contact Information
      - 5.2.1.1 Registered Office Address
      - 5.2.1.2 Director's Name
    - 5.2.2 Key Financials
      - 5.2.2.1 Plant Capacity & Sales
      - 5.2.2.2 Raw Material Consumption
    - 5.2.3 Financial Comparison
      - 5.2.3.1 Assets
      - 5.2.3.2 Liabilities
      - 5.2.3.3 Structure of Assets & Liabilities
      - 5.2.3.4 Growth in Assets & Liabilities
      - 5.2.3.5 Income & Expenditure
      - 5.2.3.6 Growth in Income & Expenditure
      - 5.2.3.7 Cash Flow
      - 5.2.3.8 Liquidity Ratios
      - 5.2.3.9 Profitability Ratios
      - 5.2.3.10 Return Ratios
      - 5.2.3.11 Working Capital & Turnover Ratios
- 6 OUTLOOK
- 7 ABOUT NPCS
- 8 DISCLAIMER

#### List of Figures & Tables

- Figure 1 Top Ranking Beverages in Global Beverage Industry
- Figure 2 Non-alcoholic Beverage Industry in India- Classification
- Figure 3 Fruit Beverage Industry in India- Classification
- Figure 4 Indian Fruit Beverage Industry- Structure
- Figure 5 Top 3 Obese Countries in the World
- Figure 6 India's Annual Per Capita Income (2008-14, In INR)
- Figure 7 Share of Beverages in Total Household Expenditure (2005-12, In %age)
- Figure 8 Indian Retail Industry- Structure
- Figure 9 Indian Middle Class Population (2011-2026)

Figure 10 Indian Population- Rural & Urban (In Crores)  
Figure 11 Per Capita Consumption of Fruit Beverages in India and Other Countries (In Litres)  
Figure 12 Rising Share of Packaged Category in Indian Fruit Beverage Industry  
Figure 13 Packaged Fruit Beverages in India- Consumption (2007-17, Volume)  
Figure 14 Packaged Fruit Beverage Industry in India- Market Size (2011-17, In INR Billions)  
Figure 15 Fruits & Vegetables Processing Units in India (1994-2011)  
Figure 16 Installed Capacity of Fruit & Vegetable Processing in India (In Million Tonnes)  
Figure 17 Fruit Production in India (2009-17, In Million Tonnes)  
Figure 18 Dabur India Ltd- Shareholding Pattern (March 2014)

Table 1 Presence of Key Food Retailers in India- Total Stores  
Table 2 Bargaining Power of Buyers  
Table 3 Bargaining Power of Suppliers  
Table 4 Rivalry among Existing Players  
Table 5 Threat of Substitutes  
Table 6 Threat of New Entrants  
Table 7 Dabur India Ltd- Financial Summary (2011-13, In INR Millions)

## About NIIR

**NIIR PROJECT CONSULTANCY SERVICES (NPCS)** is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

---

**NIIR PROJECT CONSULTANCY SERVICES** , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** [npcs.india@gmail.com](mailto:npcs.india@gmail.com) **Website:** [NIIR.org](http://NIIR.org)

Thu, 18 Jul 2024 11:02:44 +0530