

**Market Research Reports, India and Global Industry Analysis ,Market Trends, Market Insight, Market structure, Market Outlook, Indian Industry Size, Share, Trends, Analysis and Forecasts report, Sector Growth Driver, Company Profiles**

**[India Beer Market- Industry Size, Share, Trends, Analysis and Forecasts \(Upto 2017\)](#)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI263

**Pages:** 128

**ISBN:** 9789381039342

**Price: Rs.** 41,300.00 **US\$** 1,200.00

The market research report titled 'India Beer Market- Industry Size, Share, Trends, Analysis and Forecasts (2013-17)' released by Niir Project Consultancy Services, provides a comprehensive analysis on Indian Beer Market. The report starts with a brief on the global scenario of the beer industry and then proceeds to analyze the Indian scenario. The report gives a snapshot of the manufacturing process of the beer starting from malting till the end of process at bottling. Indian beer market is dominated by United Breweries capturing over 50% of the market followed by SABMiller with around 25% and Carlsberg with under 10% of the market share. Similarly in brands, Kingfisher dominates the market followed by Haywards 5000, Knock Out and Tuborg. The report analyzes the beer market in profundity by covering data points like industry growth drivers, emerging trends coupled with SWOT analysis of the market and the regulatory framework. The report captures the market share of key players with the help of HHI or better known as market concentration index. Although Indian Alcohol Industry has been dominated by stronger spirits (IMFL), but over the years beer has made a mark in the industry and has been able to make its presence felt. Surveys show that beer is the preferred alcohol of the 21st century Indian. Nowadays consumers are looking for choices away from whisky and it is not just the male populace that is enamored by beer but female population equally enjoys the drink. The industry today boasts of an array of high quality varieties that were not even thought about 7-8 years ago. The players are leaving no stone unturned for wooing the Indian consumer; from fruit flavors to spice infusions to fancy names like Basmati Blonde. The latest addition in the fancy beers is the Indus pride, India's first beer brewed with authentic Indian spices, launched by SABMiller India. Also, rising acceptability of social drinking is a major contributor to the industry's growth and such acceptability of alcohol has opened the market to new consumers like women and youth who earlier comprised only a small proportion of alcohol consumers in the country. To attract the new found consumers companies undertake promotional activities like pubs arrange 'Ladies Night' where drinks are served free for ladies. The beer scenario has changed drastically with mushrooming of beer café's and microbreweries. The microbrewery boom started in 2008 with two brew pubs — Howzatt and Rockman's Beer Island — opening within a month of each other in Delhi NCR and today all major Indian cities are experiencing the presence of

microbreweries. Recently, The Pint Room and The Beer Café have opened their outlets in the National capital. Microbreweries offer a huge variety of bottled as well as in-house brewed beers and it is estimated that there would be around 75-100 new microbreweries coming up in metros and tier-II cities across India over the next two years. The rising awareness of health benefits that beer offers will further aid the growth. Beer has more health benefits than generally known and is perfect for moderate drinking because of its lower alcohol content and larger volume compared with wine or spirits. High growth rates and relaxation of rules on foreign direct investment in the last decade has attracted foreign investment in the beer sector. Indian beer consumption patterns have changed radically in the last few years, most of it attributed to the advent of foreign brands in Indian beer market. Not only have foreign brands entered the beer picture but are gaining popularity at an astounding rate. Some foreign brands that are available in the Indian market are Corona, Budweiser, Fosters, Carlsberg, Heineken, Shepherd Neame and Carling. Bubbling with enthusiasm and high on growth wave, Indian Beer Industry has been a magnet for many international players. These days craft beer, with the arrival of microbreweries, is creating quite a buzz in the industry. A craft beer is a beer hand crafted and brewed freshly by a brewmaster. Indians are now seeking a wider choice and better quality of beer that only craft brewers can offer. Hence the emergence of craft beer as a category is gaining popularity in the Indian market. Also, owing to a ban on direct advertising of alcoholic beverages in India, companies nowadays are using innovative concepts to market their products. Indian market players have been forced to be more innovative in their approach to engage the consumers, branching out into concepts such as non-alcoholic brand extensions and surrogate advertising coupled with alignment with sport. Example Kingfisher Premium has associated itself with five teams of the IPL as the 'Good Times Partner', resulting in huge brand awareness among its target audience. Another trend catching up in the industry is the advent of online liquor stores. There has been a rapid increase in the number of websites offering liquor on sale. The USP, like all other online sites, is the convenience of customers and the availability of huge variety at one place and discounts that online portals can manage are an added advantage for the consumers. Websites like [www.letsbuydrink.com](http://www.letsbuydrink.com) and [boozr.com](http://boozr.com) offer liquor online for sale. The beer market is all set to ride on e-tailing wave in India. Indian alcohol distribution structure is complex and generally varies from state to state. Liquor is a state subject in India and consequently, the liquor industry is subjected to very strict distribution controls by the state governments. The distribution

structure consist three types of market- Government controlled, open market and auction market. States like Assam, West Bengal and Pondicherry are states with open market; States like Tamil Nadu and Kerala fall under the complete regulation of government whereas states like Haryana, Chandigarh and Punjab fall under the auction market structure. The Indian alcohol industry is characterized by high entry barriers due to government regulations. The report further scrutinizes the Indian beer industry with the help of SWOT Analysis. The report elucidates the strengths of the industry in being recession proof in view of the fact that the Indian alcohol consumption generally remains unfazed by the economic downturn in the nation. Also growing Indian population serves as a ready available market for the beer producers and favorable distribution of Indian population towards the young age augurs well for the industry. The industry also does not face any shortages of the main raw material i.e. barley. Barley in India comes just after rice, wheat & maize production in terms of importance and the nation produces sufficient quantities of the raw material for the industry. However the industry faces challenges in the form of ban on direct advertising and derisory state of market infrastructure. The industry is also highly taxed and regulated and struggles with multiplicity of taxes and lack of uniformity in the regulations varying from state to state. The industry is also burdened with unjustified pricing of its products. Beer, although contains less alcohol, is taxed in the same manner as strong spirits which in turn makes beer expensive for the end user. The industry also faces moral restrictions due to religious influence. Some groups, particularly of a religious nature, have tried to ban alcohol altogether and have made its consumption into a sin. Despite such challenges Indian market is a sea of opportunities with its extremely low per capita consumption of beer when compared to other countries in the world. India consumes mere 1.64 litres beer per person which is like peanuts when compared to countries like China and US which consumes 37 litres and 78 litres of beer per person respectively. Favorable demographics, rising disposable incomes, urbanization and rising acceptability of drinking have brought the winds of change for the industry. Urbanization has helped in giving much needed acceptance to the concept of social drinking in the nation. Indian populace in 2012 consumed ~20 million hectolitres of beer which translates to 1.6 litres of consumption per person. Per capita consumption of beer has grown at a CAGR of ~9% during the period 2008-12 and beer consumption rose to 256 million cases in 2012 from 170 million cases in 2008, thus registering a CAGR of ~11%. Indian beer exported stood at INR 383.1 million in 2008 and has escalated to INR 1777.8 million in 2013, showcasing a robust CAGR of 36% whereas imports registered a CAGR of 19% over

the same period and stood at INR 281.6 million in 2013. Favorable demographics coupled with increasing focus of foreign brewers on product range and rising social acceptance of alcohol are expected to enable beer demand to grow swiftly in years to come. We estimate beer industry to register a growth of 12% y-o-y and reach a size of 452 million cases by 2017E. The growth rate of 12% is a conservative estimate; the industry has all triggers in place for exceeding the projected growth rate.

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 classification
- The report provides market analysis covering major growth driving factors for the industry, latest market trends and insights on regulatory framework in the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive SWOT analysis and scrutiny of the demand supply situation
- Report provides analysis and in-depth financial comparison of major competitors
- The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

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- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
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# Maize (Corn) Products in India (Starch, Glucose, Dextrose, Sorbitol) Trends, Opportunities, Market Analysis and Forecasts (Upto 2017)

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI264

**Pages:** 137

**ISBN:** 9789381039359

**Price:** Rs. 59,000.00 **US\$** 2,400.00

The market research report titled Maize (Corn) Products in India (Starch, Glucose, Dextrose, Sorbitol) Trends, Opportunities, Market Analysis and Forecasts (Upto 2017)' released by Niir Project Consultancy Services, provides a comprehensive analysis on Indian maize products industry. Starch, Glucose, Dextrose and Sorbitol are maize products covered in this report. The report starts with a brief on the global scenario of maize and then proceeds to analyze the Indian scenario. The report provides an overview on Maize as a crop giving information about its soil suitability, sowing seasons and the types of maize that are produced in the nation. Maize is one of the oldest cultivated crops in the world. It is also one of the most important cereal crops globally and in India it is the third most important crop after rice and wheat. The suitability of maize to diverse environments is unmatched by any other crop and even every part of the maize plant has economic value: the grain, leaves, stalk, tassel, and cob can all be used to produce a large variety of food and non-food products. As it has yield potential far higher than any other cereal, it is sometimes referred to as the miracle crop or the 'Queen of Cereals'. It further explains the ways by which maize can be processed and the byproducts after such processes. Maize can be processed by two ways: Dry Milling and Wet Milling. Dry milling of maize produces corn meal, grits, germ and animal feed and wet milling produces starch, gluten and husk. These byproducts of maize processing are used in industries like paper, textiles, pharmaceutical and food & confectionary. Half of the maize in India is consumed as poultry feed, ~1/5 for human consumption and the rest is consumed for starch production, as cattle feed and in breweries. The report provides detailed analysis of the industry by covering areas like growth drivers, trends in the industry as well as the SWOT analysis of the industry. Growth in the consumption of maize products will be majorly driven by the starch segment. Starch industry is often termed as sunrise sector of the nation apparently because of its widespread applicability across various industries. Maize starch in India is used relentlessly in paper, textile, pharma and food industry. The growth in these consumer industries will evidently be felt in the starch sector also. The report elucidates important numbers and forecasts of the consumer industries for better understanding. Also rising demand from the poultry sector will drive the volumes for maize

products. One of the trends that have been experienced in the industry is the innovative use of corn starch. Applications of corn starch are not just limited to the industries mentioned above; it has found its relevance in products like bags and car parts. Usage of corn starch bags is rising in India on the back of it being bio-degradable and hence environment friendly. They can also handle more weight and have longer shelf life. Corn starch is also being used in manufacturing of car parts to enhance the car safety aspects. Other trends are emergence of corn oil as an edible oil and also production of ethanol from corn. The report enhances your understanding of the market by giving detailed SWOT analysis. The industry's biggest strength is the ready available market for its products. Growing population of India coupled with unavoidable usage of maize products in various industries keeps demand high. Abundant availability of its key raw material i.e. Maize in the country is an added advantage for the industry. Area under maize has grown at a CAGR of 2% during 2007-12 whereas production has grown at a CAGR of ~7.5% during the same period. Indian production of maize in 2013-14 could reach 25 million tonnes owing to adequate monsoon which may trigger higher acreage across growing states. India's per capita consumption of starch is also very low when compared to developed economies like US and China. India with its huge population base and low consumption levels offers a massive opportunity for the starch companies to capture. And since most of the starch in India is produced by maize, maize processing companies have sufficient pie of the market to capture. Growing urbanization, changing consumer preferences and rising disposable incomes are another bunch of opportunities for the incumbents. The industry however is faced with challenges like growing competition in the sector and raw material fluctuations. The industry's raw material being agricultural in nature is subject to price fluctuations as well as production uncertainty. The report provides an overview on the technical side of the industry by elucidating the list of machinery required for maize processing plant. The report further provides you with scrutiny of demand supply scenario in the industry along with the market forecasts. The demand for processed maize products can be established by the growth in the maize consumption. Maize has varied applications and is consumed by several industries which process it and produce its byproducts. India's consumption of maize has been rising at a CAGR of ~6% during 2006-07 to 2011-12 and we anticipate this consumption rate to continue in the near future and maize consumption will rise to 25.2 million tonnes by 2016-17E. The report also includes sales data of starch, glucose, dextrose and sorbitol by selected producers. The report presents the supply side with help of upcoming



projects of the present players. It also offers total starch production numbers along with production numbers of starch, dextrose, glucose and sorbitol by some major players. The report also provides key player profiles along with key financials and comparison. The report covers companies like Anil Ltd, Sukhjit Starch & Chemicals Ltd, Tirupati Starch & Chemicals Ltd and Gujarat Ambuja Exports Ltd in detail. The report shares vital information like shareholding pattern, revenue mix, plant location and financial summary of the aforesaid companies. The next segment provides complete financial comparison of maize processing companies as well as feed companies. Various changes in the Indian spending patterns as well as consumption boom in the nation have given maize products increased applicability and hence the demand for maize products is ascending. Maize processing in India is fragmented and quite unorganized which limits us to capture the exact size of the industry. Industry in the past has grown at a healthy rate and we estimate it to continue its ride at the same velocity. We anticipate the maize consumption to rise to 25.2 million tonnes by 2016-17E. 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 classification
- The report provides market analysis covering major growth driving factors for the industry and latest market trends in the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive SWOT 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:

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**Bakery Industry in India (Bread, Biscuits and Other Products)**  
**Present & Future Prospects, Market Size, Statistics, Trends, SWOT**  
**Analysis and Forecasts (Upto 2017)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI265

**Pages:** 118

**ISBN:** 9789381039366

**Price:** Rs. 35,400.00 US\$ 980.00

The market research report titled 'Bakery Industry in India (Bread, Biscuits and other products) – Present & Future Prospects, Market Size, Statistics, Trends, SWOT Analysis and Forecasts (Upto 2017)' released by Niir Project Consultancy Services, provides a comprehensive analysis on Indian bakery industry covering detailed reporting of the bread and biscuits sector in India. The report also provides a bird's eye view of the global bakery industry with details on projected market size and then progresses to evaluate the Indian industry in detail. The report elucidates the structure of Indian bakery industry, its classification in various products (Biscuits, bread, cakes, pastries, buns and rusks) and then provides a categorical overview of bread and the biscuits sector. The Indian biscuit sector is dominated by players like Britannia, Parle and Sunfeast brand (ITC) together with other small players like Priyagold, Anmol Biscuits, Cremica etc whereas bread sector has only two major players, Britannia and Modern; and a host of regional players like Harvest Gold, Bonn, Vibbs etc. The report provides an expansive market analysis of the Indian bakery sector by covering areas like growth drivers, trends prevailing in the industry as well as comprehensive SWOT analysis of the sector. The report identifies growth factors of the industry as changing perception of the bakery products coupled with changing lifestyles of the Indian population. Consumption of bakery products was not in the Indian culture; however with changing eating habits of the people and with rising western influence on food consumption patterns, bakery products today have got takers from all age groups in the country. Rising preference for premium biscuit category is another factor that will contribute in the volume growth for the industry. Glucose segment has been losing its share to categories like cookies and cream biscuits which are growing at a much higher rate than the overall biscuit sector. Also the industry has been experiencing fortification of the bakery products in order to satiate the burgeoning appetite of the 'health conscious' Indian. Numerous healthy products have been launched in the bakery segment and are gaining popularity at a high rate. Mounting presence of bakery chains has further triggered the growth in the sector. Several international bakery chains have entered in India recognizing potential of the industry. Trends that have been gaining ground in the sector are e-retailing of the bakery products, aggressive

expansion plans of the incumbents as well as technological and ingredients advancement. Just when you thought that electronics and clothes were the only popular categories in e-retailing, there came bakery products which have been gaining traction in the e-retailing segment. Bakers are also bringing innovation and advancement in the technology and ingredients they use. Packaging front has also seen some changes in the past years. The report further evaluates the position of the industry by providing insights to the SWOT analysis of the industry. Large Indian population, abundant supply of raw materials and low capital requirements are some strengths of the bakery segment in India. India is among top producers of key raw materials of the bakery industry which puts sector in the sweet spot. The sector faces challenges in the form of raw material fluctuations, high taxation as well as its unorganized nature. Industry's raw materials being agricultural in nature are exposed to seasonal fluctuations in terms of availability and price movements. Rising competition in the sector due to low capital requirements and high growth rate of the sector is another impediment faced by the industry. However even after such challenges, the industry has opportunities galore. Low consumption of bakery products in the industry and spurt in the organized retail in the country are some of the biggest opportunities for the bakery players. Rising incomes as well as emergence of new middle class segment will also be key factors in the growth for the industry. Indian bakery segment is already in a favorable position with high rural penetration of its products which will help it tap the Indian rural consumption boom. The next segment of the report scrutinizes the demand supply scenario of the bakery industry with projections of important numbers covering the overall bakery sector as well as biscuit and bread segment also. The report also provides you a succinct view on the foreign trade of bakery products. It captures the current market size of the sector as a whole together with bread and biscuit segment coupled with forecasts for the next five years. The report also includes key player profiles of players like Britannia Industries Ltd, Parle Products Ltd, ITC Ltd, Surya Food & Agro Ltd (Priyagold) and Modern Food Industries India Ltd. The report shares vital information like shareholding pattern, revenue mix, plant location and financial summary of the aforesaid companies. The next segment provides complete financial comparison of bakery companies in India. Indian bakery industry is one of the biggest sections in the processed food industry of the nation and has undergone a massive change majorly on account of changing perception of bakery products and evolving consumer tastes. Rising urbanization and growth in the disposable incomes of the Indian population has proven

to be a magnet for international bakery chains owing to which the sector has seen an influx of foreign bakery companies foraying into India which has helped in improving the quality of Indian bakery products. Today there is a constant effort by the bakery players to innovate their product line to match up to Indian palate. Driven by evolving perception of bakery products in India, consumption boom in the nation and changing consumer preferences, we estimate the Indian bakery industry to touch levels of INR 483 billion in the next five 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 structure and classification
- The report provides market analysis covering major growth driving factors for the industry and latest market trends in the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive SWOT 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

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**Market Research Report on Medical Devices & Surgical  
Disposables in India (Disposable Plastic Syringes, Blood Bags, X  
Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other  
Devices)**

**Author:** NPCS Team

**Format:** Paperback

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**Pages:** 156

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**Price:** Rs. 59,000.00 **US\$** 1,600.00

Market Research Report on Medical Devices & Surgical Disposables in India (Disposable Plastic Syringes, Blood Bags, X-Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other Devices) Present & Future Prospects, Market Analysis, Statistics, Trends & Opportunities, Growth Drivers, SWOT Analysis, Industry Size, Outlook and Forecasts Upto 2017 The Market Research Report on MEDICAL DEVICES & SURGICAL DISPOSABLES IN INDIA (Disposable Plastic Syringes, Blood Bags, X-Ray, Ultrasound, ECG, Pacemakers, IV Fluid Sets and Other Devices) Present & Future Prospects, Market Analysis, Statistics, Trends & Opportunities, Growth Drivers, SWOT Analysis, Industry Size, Outlook and Forecasts Upto 2017' released by Niir Project Consultancy Services, provides a comprehensive analysis on the medical device industry in India. The report begins with the global scenario of the medical device industry including market size forecasts till 2017 and eventually unwraps with the Indian scenario of the medical device and surgical disposable industry. The report elucidates the structure of Indian medical device industry, its classification in various risk classes and its segmentation into various sub-segments. Key segments include diagnostic imaging, dental products, disposables, orthopedic & prosthesis, IV diagnostics and patient aids. The reports also names various sub segments of the above mentioned segments. The report provides an expansive market analysis of the Indian medical device sector by covering areas like growth drivers, trends prevailing in the industry, regulatory framework as well as comprehensive SWOT analysis of the sector. The report provides an elaborative analysis of the factors which are and will be driving the growth of the industry. Such factors include burgeoning medical tourism in the country, vigorous growth of the hospital sector, increasing government focus towards medical device sector, India's increasing life expectancy, rising health awareness among the Indian population as well as the rise in the incidence of lifestyle diseases in the nation. The trends prevalent in the industry as identified by the report includes increased inflow of investments in the sector, growing merger & acquisition activity, rise in demand of refurbished medical devices and new found focus on increasing the manufacturing base of such devices in the country. Industry players nowadays are expanding and focusing more on affordable manufacturing of medical devices in order to tap the

rising demand from tier-II and tier-III cities. The report further establishes the regulatory framework of the industry. It encapsulates the status of the current legislation in the industry as well as the recent changes and developments in the regulations. The industry is awaiting the much anticipated approval of the Drugs & Cosmetics (Amendment) Bill, 2013 which will stabilize the regulatory environment for the industry. The report also contains key features of such above mentioned bill and enumerates various governing bodies of the sector. The report further explicates the SWOT analysis of the sector. The sector is placed in a sweet spot due to ready availability of abundant market base for its products in the form of rising Indian population. Additionally, Indian population distribution has been experiencing a gradual tilt towards the 25-59 & 60+ age groups which forms the key customers for the sector. Healthcare industry in India is a recession proof industry to some extent and medical device sector being a part of such industry benefits immensely from its growth as well as its relatively recession proof nature. The industry faces many challenges in the form of increasing competition in the sector, low penetration of healthcare in the nation, lack of funding and lack of required skill set. Despite such challenges, India is a sea of opportunities for the sector owing to the rising disposable incomes of the people which will lead to better healthcare penetration, rising government expenditure on the healthcare sector as a whole and low consumption of medical devices in the nation. The next segment of the report details the market potential of various sub segments of the sector. It includes demand analysis and key forecasts of X-Ray equipment, ultrasound equipment, disposable syringes, disposable blood bags, pacemakers, IV fluid sets and ECG equipment also. Further the report provides information on companies like Wipro GE Healthcare Pvt Ltd, Hindustan Syringes & Medical Devices Ltd and Opto Circuits (India) Ltd. The report shares vital information like shareholding pattern and financial summary of the key companies. The next segment provides complete financial comparison of medical device companies in India and buyers of medical devices (Hospitals). It covers contact information like address of registered office, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. The industry has managed to reduce its dependency on imports and has expanded its manufacturing base owing to the towering demand experienced for affordable devices. The growth of healthcare sector in India will be a major boost for the device market. Rising incidence of lifestyle diseases due to changing lifestyles of Indian population and lack of physical exercise will



be another feather in the hat. Other factors that will contribute to its glory are favorable demographics, increasing government focus on the sector, rapid spread of the health awareness and India emerging as the medical tourism hub of the world. On the back of the above mentioned factors the size of the Indian medical device industry will jump to INR 761 billion by 2017 registering a CAGR of 20% during 2012-17.

**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 classification
- The report provides market analysis covering major growth driving factors for the industry, latest market trends and regulatory framework of the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive SWOT analysis and scrutiny of the demand situation
- Report provides analysis and in-depth financial comparison of major players/competitors
- Report provides indispensable buyers data with their company financials as well as the contact details, which can be an important tool in identifying the target customers.
- The report provides forecasts of key parameters which helps to anticipate the industry performance

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**Market Research Report on Detergent Industry in India (Market Size, Opportunities, Comparative Financial Analysis, Demand Supply Scenario, Outlook and Forecasts Upto 2017)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI267

**Pages:** 105

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**Price:** Rs. 23,600.00 **US\$** 500.00

The Market Research Report on DETERGENT INDUSTRY IN INDIA- Market Size, Opportunities, Comparative Financial Analysis, Demand-Supply Scenario, Outlook and Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis of the detergent sector in India. The report covers industry aspects like overview & outlook of the industry, demand-supply scenario, opportunities & challenges in the sector and competitive landscape of the industry with market shares of the key players. The report also provides company profiles of players like Hindustan Unilever Ltd (HUL), Nirma Ltd and Rohit Surfactants Pvt Ltd (RSPL). Procter & Gamble (P&G) is also a key player in the laundry detergent sector in India. The report embarks the analysis with elucidating the overview of the laundry detergent industry with classification and history of detergents in India. The report then moves ahead with the demand supply analysis of the sector. It states the past data of detergent sales volume of key players in the segment. Similarly supply side analysis enumerates production of detergent in India with forecasts upto 2017, past data of detergent production by key players as well as future projects announced by them. The next segment of the report examines the growth opportunities and challenges existing for the industry. Opportunities like growing disposable incomes & Indian middle class, growing washing machine penetration in the nation and low per capita consumption of detergents, exist for the sector whereas the industry faces challenges in the form of raw material price fluctuations and environmental hazards of using detergents. This section is followed by key player information segment which give insights like key player profiles, market shares and Herfindahl-Hirschman Index. It also shares vital information like shareholding pattern and financial summary of the key companies. The segment further includes in-depth comparative analysis of HUL and Nirma Ltd. It compares the two companies' performance in the detergent segment and provides details like detergent brands owned by the companies, detergent segment sales & sales contribution, segment profit, assets & liabilities and segment capital expenditure over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the fabric wash segment. It covers contact information like address of registered

office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. Gradual shift experienced by the sector from mass segment to premium and super premium segment will bring another round of growth for the household detergents sector. The detergent sector in the laundry care industry has grown from INR 57 billion in 2003 to INR 130 billion in 2011, registering a growth of ~11% during the period. We estimate the industry to reach levels of INR 241 billion by 2017. 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, classification and opportunities for the sector • This report helps to understand the present status of the industry by providing a scrutiny of the demand- supply situation with forecasts • Report provides analysis and in-depth financial comparison of major players/competitors • The report provides in-depth analysis of the two major players of the segment- HUL and Nirma Ltd, which will help highlight the performance of the companies in the detergent segment • 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

**Market Research Report on FEMININE HYGIENE PRODUCTS  
(Sanitary Napkins & Pads) in India Opportunities, Demand Analysis,  
Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017**

**Author:** NPCS Team

**Format:** Paperback

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**Pages:** 63

**ISBN:** 9789381039403

**Price: Rs. 31,860.00 US\$ 500.00**

The Market Research Report on FEMININE HYGIENE PRODUCTS (Sanitary Napkins & Pads) in India- Opportunities, Demand Analysis, Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis on the sanitary napkin industry in India. The report provides sector analysis along with the technical textile sector segmentation and sanitary pad industry classification. The report aims at establishing a detailed study on the current and future prospects of sanitary napkins in India. It entails details like opportunities and challenges faced by the sector, a meticulous demand analysis of the product along with its foreign trade, market sizing, comparative analysis of key players, outlook and forecasts of important numbers for the next 5 years. The industry is dominated by MNC's like P&G Hygiene and Healthcare Ltd (PGHHL) and Johnson & Johnson Ltd leaving very little scope for the other players to operate. It also provides profiles of the above mentioned players along with Kimberly Clark Lever Ltd, a JV between Kimberly Clark Corporation and Hindustan Unilever Ltd. The report provides analysis of the opportunities that are present for the sanitary pads/feminine hygiene sector in India along with the challenges faced by the segment. Rising awareness among Indian women about menstrual hygiene is the biggest opportunity for the sector to reckon. As women literacy rates in India rises, the awareness and importance of feminine hygiene products is bound to rise. The report gives graphical representation of all the relevant data in opportunities for the sector. Growing share of women population in Indian population distribution coupled with rising urbanization and disposable incomes with population are anticipated to drive the growth of sanitary napkins in India. The challenges identified by the report are issue of sanitary waste disposal and feminine hygiene still being a taboo in the nation. The next segment of the report includes exhaustive study on the market potential of sanitary napkins in India. The segment aims at providing market size of the sector along with forecasts, sensitivity analysis of sanitary napkin consumption by Indian women at various penetration levels and enumeration of new players entering the industry attracted by its high growth rates. It also elucidates import export numbers of sanitary napkins for the past 5 years. Further the report elaborates on key player data like key player profiles, Herfindahl-Hirschman Index (market share of players) and

comparative analysis of two lead players in the industry- PGHHL and Johnson & Johnson Ltd. It compares the two companies' performance in the feminine hygiene segment and provides details like sanitary napkin brands owned by the companies, segment volume trend, segment sales and sales contribution over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the sanitary napkin segment. It covers contact information like address of registered office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. The industry, as we anticipate, has all the triggers in place to experience explosive growth. It has already been growing at the rate of ~21% in the past and we estimate it to grow at 25% in the near future. The growth in the sanitary napkin consumption will be harnessed by factors like growing awareness among Indian women about feminine hygiene, availability of low cost sanitary napkins in the market as well as rising women population in our country. Escalating disposable incomes will also make sanitary napkins more affordable and will contribute in augmenting its usage. We anticipate the industry to grow to INR 45.9 billion by 2017. 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, classification and opportunities for the sector
- This report helps to understand the present status of the industry by providing a scrutiny of the demand situation with forecasts
- Report provides analysis and in-depth financial comparison of major players/competitors
- The report provides in-depth analysis of the two major players of the segment- PGHHL and Johnson & Johnson Ltd, which will help highlight the performance of the companies in the feminine hygiene segment
- 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

**Market Research Report on Future of Online Retailing in India  
(Industry Growth Drivers, Statistics, Trends, Market Size, Analysis  
& Forecasts upto 2017)**



**Author:** NPCS Team

**Format:** Paperback

**Book Code:** Ni274

**Pages:** 43

**ISBN:** 9789381039465

**Price:** **Rs.** 31,860.00 **US\$** 500.00

The research report titled 'Market Research Report on Future of Online Retailing in India (Industry Growth Drivers, Statistics, Trends, Market Size, Analysis & Forecasts upto 2017)' released by Niir Project Consultancy Services provides a profound analysis of the online retailing market scenario in India. The report aims at analyzing the present as well as future prospects of the industry with respect to changes in the Indian market dynamics. It covers data points like overview & segmentation of the industry, growth drivers, trends that are emerging in the sector, demand assessment and porter 5 force analysis of the online retailing industry in India. At first, the report shares information on the overall industry emphasizing on existing business models in the business, the major segments in e-commerce and their growth trajectory. The report provides an overview of the Indian e-commerce industry covering online travel segment and e-tailing segment details along with their past market sizes. It also lays a succinct view on the various business models under the e-com set up. The report moves further to enumerate and elaborate on various growth catalysts for the industry like rising internet penetration, favorable Indian demographics, emerging m-commerce, growth of smartphones, rising disposable incomes and more. The factors are meticulously expounded and supported by graphical representation and forecasts of key indicators. The next section covers niceties of the trends emerging in the sector with the key trend being the incessant flow of funds in the e-retailing companies. The sector has been the top priority for investment funds and private equity players since 2009 with an unmatched rise in the total amount of investments. 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 at their weakest and the report explicates the forces methodically to simplify the analysis. The report also scrutinizes the demand scenario of the Indian online retailing industry by exploring key indicators like the number of online shoppers in India, the value of debit/card transactions and the market sizes of the industry and its key segments. The data mentioned above is again supported by graphical representation and forecasts of vital indicators. The report wraps up at the outlook segment. The Indian online retailing industry is riding high on the

evolving consumer preferences and promising Indian growth story. Once a non-existent market today has bulged to humungous size and is anticipated to further grow swiftly in times to come. The report also includes company profiles of Flipkart, Myntra, eBay, Amazon and Snapdeal. All the major online retailing portals aim to turn profitable by the next fiscal year as industry faces consolidation and sustainable growth gathers focus rather than mere sales. The report identifies online retailing sector as a thriving sector with exceptional growth potential, the substantiation of which is the incessant flow of investments in the sector. The sector poses itself as one of the promising avenues for investment by entrepreneurs. Online retailing in India is bound to experience high growth rates on the back of rising internet penetration in the nation, growing disposable incomes, the smartphone revolution and also the dominance of younger population in the country's demographics.

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 segmentation
- The report provides market analysis covering major growth driving factors for the industry and latest market trends in the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive porters 5 force analysis and scrutiny of the demand supply situation
- The report provides forecasts of key parameters which helps to anticipate the industry performance

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- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

**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**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI275

**Pages:** 67

**ISBN:** 9789381039489

**Price:** Rs. 35,400.00 **US\$** 600.00

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 porters 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

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- 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

# Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products)

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI276

**Pages:** 120

**ISBN:** 9789381039496

**Price:** Rs. 29,500.00 US\$ 600.00

Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products) Market Prospects, Present Scenario, Growth Drivers, Demand-Supply Statistics, Industry Size, Sector Outlook, Analysis & Forecasts upto 2017 If you find yourself bewildered by innumerable variants of cheese, flavored yogurts, ice creams or UHT milk, in an expansive section of a modern retail store, then assume that you have hit the much evolved dairy section. Gone are the days when shopping of dairy products just meant choosing between plain curd or Cottage Cheese or basic sandwich spread, today dairy products have outdone their first forms and evolved into much urbanized and modern consumer centric products. To establish a better understanding of market potential of the evolved dairy products in India, Niir Project Consultancy Services has released a new study titled 'Market Research Report on Milk Processing & Dairy Products in India (Butter, Yogurt, UHT Milk, Cheese, Ice Cream, Ghee & Other Products)- Market Prospects, Present Scenario, Growth Drivers, Demand-Supply Statistics, Industry Size, Sector Outlook, Analysis & Forecasts upto 2017'. The report identifies the current & future market prospects of dairy products, the value drivers that will trigger the growth, opportunities & challenges faced by the sector coupled with government initiatives and porters 5 forces analysis of the industry. It helps you classify dairy industry on the basis of its business attractiveness and investment potential which can prove to be a vital link in prudent business decision making. The report provides a comprehensive analysis of the dairy products sector along with the financial details of dairy products companies. It begins by a brief on global dairy sector and then proceeds to discuss the Indian scenario of dairy industry in detail. It discusses the present scenario, structure and classification of the industry while defining the scope of the report. The sector has moved away from large consumption of milk in unprocessed and fluid form to higher intake of processed dairy products. The known factors for such rising preference for processed dairy products include growing disposable incomes, urbanization, spiraling trend of modern retail and growing acceptability of processed products. The report analyzes the above mentioned factors in growth drivers section supported by graphical representation and forecasts of data points. Growing population of middle



class households pose immense opportunities for a host of consumer industries; dairy being one of them. With higher incomes in their pockets and growing western influence on their taste buds, Indian middle class is well equipped to experiment with new products which will have a domino effect on the consumption of dairy products. Also, growing health consciousness among Indian population, low per capita consumption of various dairy products and rising food expenditure will provide ample opportunities for dairy players to seize. Further the report discusses various impediments faced by the dairy players while operating in the industry. The report in its entirety can prove to be an indispensable tool for assessing the market potential of dairy products in India. It analyzes the demand supply situation in the industry from different angles to enable better understanding of the topic. Demand for dairy products in India is captured by determining the demand for various dairy products as well as total exports. Similarly supply side is taken into account by assessing the production of milk in the country and population of milch animals, the production of various dairy products and lastly by scrutinizing the capital expenditure projects announced in the industry. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the industry. 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. It also lists various initiatives undertaken by the Indian government to assist dairy industry as a whole. Lastly to give a fair view of the competition in the industry, the report shares information about players operating in the dairy sector. It gives business profiles of key players like Amul, Parag Milk Foods Ltd, Kwality Ltd and Mother Dairy Fruit & Vegetable Ltd. The next segment provides complete financial details of dairy players in the country 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 dairy industry has been at the forefront with impressive growth rates and immense potential for an effervescent future abetted by rising demand for value added dairy products in the country. Fluid milk market in India has reached a saturation point and the growing acceptance of value added dairy products has brought winds of change for the industry. The Indian market has witnessed a spur in the demand of value added dairy products like cheese, yogurt, packaged milk and probiotic drinks which has invigorated the growth in overall dairy industry. Rising western influence on Indian food habits, rising concerns about quality of dairy products, health consciousness

and spiraling disposable incomes of consumers have resulted in higher demand for value added dairy products in India. Gauging the high demand potential in dairy products industry, a host of international and domestic players have set their foot in the Indian dairy domain. The share of milk processed in total milk produced has shown a healthy rise in the last 3-4 years. We anticipate the quantity of milk processed to cross 107 million tonnes by 2017 from ~66 million tonnes in 2013. Also we expect Indian dairy market to touch INR 6971 billion levels by 2017. 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 classification • 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

**Market Research Report on Edible Oils in India (Present Status, Future Prospects, Industry Growth Drivers, Demand Scenario, Opportunities, Company Financials, Market Size, Sector Insights, Analysis & Forecasts upto 2017)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI279

**Pages:** 185

**ISBN:** 9789381039526

**Price:** Rs. 29,500.00 US\$ 750.00

Edible oil sector in India is riding high on consumption boom in India. The sector has been witnessing a shift in consumer preferences, on the back of rising health awareness among population, which will be the key benefactor for its growth going ahead. To enable a better understanding of the industry status and prospects, Niir Project Consultancy Services has released a new research report titled 'Market Research Report on Edible Oils in India (Present Status, Future Prospects, Industry Growth Drivers, Demand Scenario, Opportunities, Company Financials, Market Size, Sector Insights, Analysis & Forecasts upto 2017)'. The report analyzes Indian edible oil sector in profundity by sharing industry vitals like present status, structure, growth drivers, opportunities, demand-supply scenario and financial details of industry players. The report first focuses on the basic details of the industry like its structure and classification and then moves ahead with the growth potential analysis. It captures the future prospects of the industry by scrutinizing demand drivers and existing growth opportunities for edible oils in India. The analysis so established is meticulously expounded and supported by graphical representation and forecasts of key indicators. The report identifies growing population, urbanization, rising incomes and health consciousness as key value drivers that will benefit the industry in the near future. It further talks, in detail, about the present as well as the future demand supply scenario of edible oils in India. India produces a very trivial quantity of edible oils out of its total estimated demand and hence is largely dependent on imports. The demand supply situation in the sector is analyzed in various lights by studying the total consumption of edible oils in the country, per capita consumption, domestic production of edible oils, production of oil seeds and imports of edible oils in India. The report also includes forecasts of the total consumption numbers with respect to changes in the per capita consumption of edible oils. Although India is the largest producer of oilseeds in the world, a lot is left to be done to ensure self-sufficiency in edible oils. It also lists the prevalent excise and customs duty rates on edible oils. The report then moves ahead to give business and financial details of incumbents in the industry which gives a fair view of the competition in the sector. It covers business profiles of companies like K.S Oils Ltd, Adani Wilmar Ltd, Ruchi Soya Industries Ltd and Marico Ltd holding brands like Fortune,

Saffola, Sunrich, K S Gold etc. The next segment provides complete financial details of edible 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. The industry has all the triggers in place to ensure a smooth ride in future. The favorable consumer dynamics of Indian market like rising disposable incomes, escalating population, urbanization and fast growing health consciousness among Indian population has kept the industry at high pedestrian. All these factors will be the growth benefactors of edible oils in the near future. Also, although Indian per capita consumption of edible oils is on the rise, yet we still lag behind the developed nations of the world which construes as a massive opportunity for edible oil players. Changing consumer preferences towards healthy oils will fuel the growth in small niche segments which were not explored till now and will send growth ripples across the segments (laterally as well as perpendicularly). The industry being highly fragmented in nature restricts the accurate estimation of its market size. However we estimate the edible oil consumption to cross 21 million tonnes mark by 2017. 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 prevalent • This report helps to understand the present status of the industry by elucidating a comprehensive scrutiny of the demand – supply situation with forecasts • 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

**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

**Book Code:** NI281

**Pages:** 84

**ISBN:** 9789381039540

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

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:

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- 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

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**Market Research Report on Future Potential of Flexible Packaging in India- Present Status, Growth Prospects, Emerging Trends, Opportunities, Demand-Supply, Market Size, Sector Outlook, Analysis & Forecasts upto 2017, Financial Comparison of Major Players**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI283

**Pages:** 166

**ISBN:** 9789381039564

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

Packaging adds value to products for a consumer and has a vital role to play in a product's journey from manufacturer to end consumers. It is a key inducer of sales in the wake of evolving consumer needs and preferences. In India and as well as around the globe, flexible packaging solutions have emerged as the high growth segment of the packaging industry. Flexible packaging has been at the forefront since the last 4-5 years amidst growing need for convenient packages among consumers as well as the producers. Flexible packs are a boon for both parties and tapping the potential of the industry, Niir Project Consultancy Services has released a study on the industry titled 'Market Research Report on Future Potential of Flexible Packaging in India (Present Status, Growth Prospects, Emerging Trends, Opportunities, Demand-Supply, Market Size, Sector Outlook, Analysis & Forecasts upto 2017 with Financial Comparison of Major Players)'. The report provides industry insights like present status, factors that will drive the growth, the emerging trends, prevalent opportunities, demand supply scenario and key player information. The report begins by discussing the current scenario of the industry and briefing on packaging industry on the whole. Further it moves ahead for elaborating on factors that will drive the growth of the industry. Flexible packaging industry has found its applicability extensively in high growth industries like FMCG and pharmaceuticals. The growth in such user industries is bound to reflect in the flexible packaging numbers. Factors like growing incomes, middle class population, urbanization and surging organized retail in the country will also lend a hand to the sector. Navigating ahead, the report then discusses the upcoming trends in the industry along with the opportunities and challenges faced by the flexible packaging sector. The report classifies factors such as rising government focus on healthcare, low capita consumption levels of flexible packaging and surge in the food processing industry as key opportunities for flexible packaging. Raw material fluctuations and mounting environmental concerns regarding the extensive use of plastics are some challenges encountered by the sector. The report moves ahead to analyze demand-supply situation in the industry. The demand is captured by analyzing the demand for flexible packaging films while supply is demonstrated by listing the capital expenditure projects announced by the incumbents. The above mentioned data is supported by graphical

representation and forecasts of key indicators. A thorough analysis of the industry is incomplete without the key player information. The next segment of the report shares information of players operating in the industry by providing company profiles and detail financial information. It includes company profiles of players like Huhtamaki PPL Ltd, Uflex Ltd, Polyplex Corporation Ltd and EsselPropack Ltd while financial 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 is discussed. The report ends with a positive outlook of the flexible packing industry in India along with its market sizing numbers. Indian consumer's spending patterns and product awareness have gone through a colossal change which has contributed in the high consumption of flexible packaging in the country. Rising incomes, mounting health awareness and evolving eating habits of the Indian consumers will keep pouring in growth for the user industries like FMCG and Pharmaceutical and thus will also keep the flexible packaging industry in good shape.

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, emerging trends 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
- 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

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# 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.

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