How to Start Ice Cream Manufacturing Business, Flavoured Ice cream, Production Process, Flavored Ice cream Making, Packaging

Description:

Ice-cream is oneof the fastest growing food categories in India. Notably, the business isseasonal in nature with April to June being the peak season and November toJanuary the lean months. Sales slacken during the monsoons also.India is themost rapid growing ice cream market globally, with ice cream treats fastbecoming a part of Indian culture. Indian consumers are turning into regularpatrons of ice cream parlours, helping to fuel greater interest in packagedofferings in the country. Ice cream parlours are a booming business in India,and this popularity is making its way to retail.

In value terms,the organised segment of India's Rs 3,000-crore ice cream market has beengrowing at 19.5 per cent a year for the last five years. Many established foodand lifestyle trends, such as limited edition, indulgent, natural and premiumingredients have led to the establishing of ice cream ranges under claims of'premium'.

The overall icecream market is estimated at over 250 mnlitre valued at around Rs. 17 bn.Nearly a fourth of the market by volume at 50 mnlitres is in the organizedsector with players like Amul, Hindustan Unilever (HUL), Mother Dairy, Vadilalhaving a major share. In value terms, the organised sector has an overallmarket of over Rs. 10 bn.

The PHD Chamberof Commerce and Industry has projected that the size of ice cream industry,estimated at Rs. 45 bn in 2013 is likely to jump to Rs. 70 bn by 2018.

For more details download PDF file

Keywords: Ice Cream Making, Start own ice cream business, Flavoured Ice cream, Flavored Ice cream making, ice cream Production Process, Ice Cream Manufacturing Business, Ice Cream making Unit, Starting an ice cream business, ice cream business, Ice Cream Production, Ice Cream Manufacture, Ice Cream Industry,

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