

How to Start Beverages Manufacturing Industry with Packaging (Grape, Citrus, Apple, Pome Fruit Juices, Whisky, IMFL, Beer, Rum and Wine) Alcoholic and Non-Alcoholic Beverages Business, Hard and Soft Drinks Processing, Agro food Sector, Distilled beverage

Description:

Liquor industry has always remained under strict governmental control in terms of capacity creation, distribution, taxation. While overall public perception spells restraint, it is the symbol of high life even in puritan India. The industry poses a dilemma to the state. It cannot resist the temptation of large revenues, while steering clear of the embarrassment of giving encouragement to drinking. A positive feature of allowing the industry to grow and operate is the prevention of illicit production and drinking.

Of the over Rs.280 bn liquor industry (excluding beer) selling around 450 mn cases annually, a large peg of which (67%) is whisky, followed by brandy and gin at 13%, rum at 17% while the white spirits account for 3% of the market share. Of this, the Indian-made foreign liquor (IMFL) accounts for Rs. 78 bn (86 mn cases) with whisky alone constituting 95%. Besides, there is a large 223 mn case market of low-priced country liquor. Indian spirit market also consumes branded country liquor worth Rs. 125 bn and unbranded country liquor worth Rs. 50 bn.

The market for branded fruit-based drinks (Maaza, Frooti, Slice and others), nectar drinks (Real and Tropicana) and others is placed at Rs. 8 bn. Of this Rs. 6 bn is the market for fruit-based drinks and nearly Rs. 2 bn is for fruit nectars. Besides, there is a large segment of kiosk vendors, especially in the urban areas, whose size is estimated at between Rs. 8 and Rs. 10 bn. The overall market for fruit juices of all types would thus be around Rs. 18 bn.

Traditionally, the Indian lifestyle has a predilection for fresh fruits and vegetables or those processed at home. There is, however, a sea change now. People are now increasingly going in for fresh fruit juices vending from kiosk fountains which produce instant juices from fresh fruits in the presence of the consumer as well as bottled juices. It could be due to the non-availability of hygienically produced and well-preserved products or due to change in lifestyle of the consumer segment.

For more details download PDF file

Keywords: How to Start Beverages Manufacturing Industry, Grape Juice, Citrus Juice, Apple Juice, Pome Juice, Fruit Juices, Whisky, IMFL, Beer, Rum and Wine, Alcoholic and Non-Alcoholic Beverages Business, Hard and Soft Drinks Processing, Agro food Sector, Distilled beverage, Alcoholic Beverages, Non-Alcoholic Beverages, Brewing, Prehistoric, Malting, Kilning, Mashing, Brewing, Enzymolysis, Yeasts, Gushing, Oxidation, Flavour, Distillation, Alcohols, Esters, Phenolic, Nitrogenous, Lactones, Carbonyl, Tropi

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