

Entrepreneur India

106-E, Kamla Nagar, New Delhi-110007, India.

Tel: 91-11-23843955, 23845654, 23845886, +918800733955,

Mobile: +91-9811043595.

Email: npcs.ei@gmail.com, info@entrepreneurindia.co

Website: www.entrepreneurIndia.co

Packaged Fruit Juices & Drinks in India (Present & Future Potential, Market Insights, Growth Drivers, Opportunities, Industry Size, Porters 5 Forces, Demand Analysis & Forecasts upto 2017)-Market Research Report



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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

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1 OVERVIEW

Fruit beverages are a high growth segment in Indian beverages industry. The segment has evolved with a consistent change in consumer preferences for fruit based drinks from tradition carbonated or aerated drinks. Fruit drinks are increasingly finding their space in Indian kitchens replacing their carbonated counterparts. We estimate that the sector has high potential to grow in the coming years and will surely solidify its place in the Indian households. The factors that have and will continue to lend a hand to its spiraling growth are changing consumer dynamics like rising incomes, growing health consciousness and urbanization.

1.1 The Global Scenario

Global fruit beverage market is also experiencing same kind of growth with renewed consumer taste for fruit based beverages. Although, industry estimates indicate that fruit juices are not anyway closer to be tagged as globally preferred drink, it has the potential to overcome its several counterparts.

A leading research firm estimates global fruit and vegetable juice market has all the triggers in place to cross 65 billion liters by 2015. The emerging categories like fortified and natural juices will drive the volumes ahead.

Source: NPCS Research, Industry Data

1.2 The Indian Scenario

Fruit based beverages fall under the umbrella of non-carbonated drinks category in non-alcoholic beverage sector. Fruit drinks market in India is fast evolving and emerging as the fastest growing sector in the non-alcoholic beverage segment. Indian non-alcoholic beverage segment has witnessed rapid success in last few years with non-carbonated section emerging as the strong pillar. There has been a strong shift of consumer preferences from carbonated drinks to the non-carbonates. Rising health awareness and rising lifestyle diseases have brought in the majority of push for the sector.

The chart below demonstrates the classification of non-alcoholic beverage segment in India.

Figure 2 Non-alcoholic Beverage Industry in India- Classification

Source: NPCS Research

1.2.1 Classification

Figure 3 Fruit Beverage Industry in India- Classification

Fruit Drinks: Have less than 20% of real fruit pulp

Nectars: Have between 20-90% of real fruit pulp

Fruit Juices: Have over 90% of real fruit pulp

1.2.2 Structure

Market for fruit beverages includes fruit juices and related products, such as nectars squashes, concentrates and fruit drinks. Of this, only 10% is accounted for by packaged products and the rest is sold loose.

Figure 4 Indian Fruit Beverage Industry- Structure

Source: NPCS Research

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