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Changing food habits and government initiatives to drive food processing in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its Food Processing in India report covering an industry which has been growing steadily and is expected to develop further. This report is a special feature from Netscribes.

Mumbai, India – December 7, 2009 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Food Processing – India report covering a major industry. The growing middle-class and rising disposable income coupled with major government initiatives is expected to lead to further growth in this industry. Domestic and international players have been constantly expanding operations in line with the strong opportunities in this market.

The report begins with an overview of the food processing market including figures for the market size, growth and the market penetration of various segments. Each segment in the industry has been discussed. Information regarding the current scenario as well as the future growth prospects for each segment has been provided.

The drivers and challenges explain the factors influencing growth of the industry including the increasing consumer spend on processed foods, competitive edge in food processing, government support, growth in food processing exports, adoption of contract farming, increasing food retailing in India and the growth in terminal markets. The key challenges identified encompass the lack of integrated supply chain and scale of operations, limited use of technology in food processing, low level of penetration in domestic market and high taxes on branded agricultural products. Key government regulations have been highlighted which will lead to further growth.

Competition section provides a summary of the competitive scenario including the segmented market share. It also includes a brief profile of the major players in the market.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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