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Growth in export market and organized retail in India driving organic food market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Organic food Market in India 2010 report covering a market which has been growing steadily with major potential for future growth. It is a part of Netscribes' Food and Beverages Series reports.

Mumbai, India – April 6, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Organic Food Market in India 2010*. The domestic consumption of this food is at a nascent stage but with increasing consumer concerns over health, the market shows good expansion potential with strong opportunities for the players in this industry.

The report begins with an introduction to the organic food products highlighting their benefits over the similar conventional food. The report also provides a detailed overview of the status of organic farming in India and the status of certification process of organic food products in India. The market overview section compares the global and domestic organic food market.

An analysis of the drivers explain the factors for growth of the industry including the huge export market, organized retail enhancing distribution network, government initiatives and increasing health consciousness among consumers. The key challenges identified encompass high prices of organic food, lack of integrated supply chain and difficulties for farmers, certification barriers.

The competition section provides an overview of the competitive landscape including brief profiles of key domestic producers and promoters of organic food products. The key developments section provides an insight on sector related developments in last one year.

The Organic Food market report is part of Netscribes' Food and Beverage Sector series, which also includes Ready to Eat Market, Pasta Import, Wines, Bottled Water, Imported Edible Oils, Branded Chocolate and Ice Cream market in India.

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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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