

# MARKET FOR PROCESSED FOODS IN INDIA

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#### MARKET FOR PROCESSED FOODS

GLOBAL MARKET	¥ 400 trillion
GLOBAL EXPORTS	¥ 24 trillion
INDIAN MARKET	¥ 7.7 trillion
INDIA'S EXPORTS	¥ 600 billion



# PROCESSING OF AGRICULTURAL PRODUCTION

Malaysia	80
Philippines	78
Brazil	70
China	40
Thailand	30
India	20

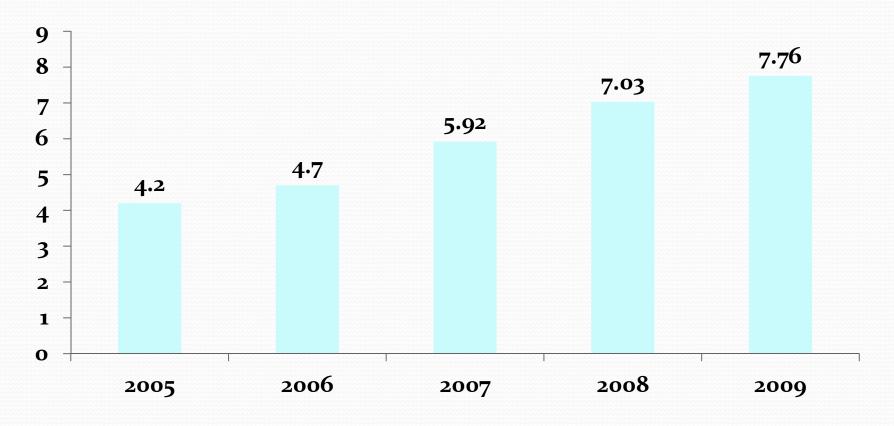


### PRODUCTION OF SELECT AGRICULTURAL COMMODITIES

Fruits	80 mil tons
Vegetables	140 mil tons
Milk	115 mil tons
Fish	8 mil tons
Poultry	0.8 mil tons
Eggs	60 billion
Food grains	250 mil tonnes



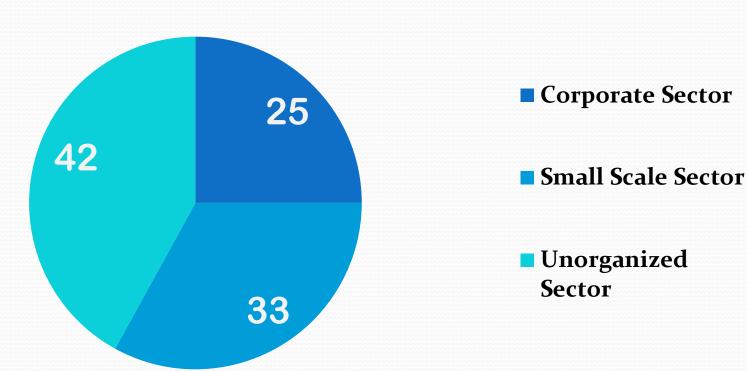
# GROWTH OF FOOD PROCESSING INDUSTRY (In Trillion Yen)





# SECTORWISE SHARE IN FOOD INDUSTRY

**Share** (%)





#### DRIVERS OF DEMAND FOR PROCESSED FOODS

Increasing spending on Food Products

Increasing Urbanisation
-Lifestyle and
Aspirations

Food Processing Demand Drivers Increasing Nuclear Families and Working Women

Changing demographics
-Rise in disposable
incomes

Growth of Organised Retails and Private Label Penetration Demand for Functional Foods/ Neutraceuticals



# MARKET SIZE OF CORPORATE SECTOR IN PROCESSED FOODS 2010-11

Food	Japanese Yen
Milk Powder and Condensed Milk	58.5 billion
Infant Milk Products	59 billion
Malted Milk Foods	62.8 billion
Ice-cream	21 billion
Flour Milling	215.6 billion
Biscuits	217 billion
Bread	13.3billion
<b>Breakfast Cereals</b>	1.6 billion



Food	Japanese Yen
Wafer and Potato Chips	29 billion
Fruits Juices	36.1billion
Sauces/Ketchups/jams	17.4 billion
Sugar	1.03 trillion
Confectionery	134 billion
Vegetable Oil	1.8 trillion
Soya Products	339.5 billion
Poultry Products	116.9 billion
Marine Products	1.56 trillion
Soft Drinks	227 billion