



SECTOR : FOOD

Background

Opportunity Assessment and Market Intelligence for a European Food and Drink Federation exploring Indian premium food product market with a specific focus on Seafood Salmon, Dairy products, Bakery and Confectionery, Processed Foods and Meat

Client Objective

Detailed assessment of the food processing industry in India, demand for imported food and its future prospects in India. Understanding of market entry routes and key players operating in retail and food service landscape

Market Intelligence

- Market dynamics of the food sector in India with key focus on imported premium food segments, market size and demand drivers of processed food sector
- Market Overview of Premium Food Products including Sea Food & Salmon, Dairy Products, Bakery & Confectionery, Processed Foods and Meat along with their market size and growth rate
- Detailed assessment of Imports in each of the specific categories mentioned above

Key Stakeholders

- Profiles and contact details of major Importers of Sea Food & Salmon, Dairy Products, Bakery & Confectionery, Processed Foods and Meat in India
- Information on industry influencers including trade and industry bodies and key decision makers

Regulatory Environment

- Tariff and non-tariff barriers
- Labelling and Packaging and specific regulations pertaining to import of food products in India

Outcome

- Based upon the primary and secondary research T&A submitted a detailed trade advisory report that would provide a road map to foreign companies in their Indian entry plans