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Rise in health conscious consumers to boost the organized Juice Market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Juice Market in India 2011 as part of Netscribes' Food & Beverages Industry report series.

Mumbai, India – October 28, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Juice Market in India 2011 report. The juice market in India has been growing steadily and with the increase in health conscious consumers, the market is expected to get a boost.

The report provides an introduction to the juice market in India covering the market size and growth, market segmentation as well as the rise in packaged versus non packaged products. It further provides information regarding the juice market in terms of volume and briefly covers the production as well as distribution cycle prevalent in the market. A section on EXIM offers overall export and import figures as well as the country-wise segmentation of juice imported as well as exported. Some insights regarding the EXIM scenario have been covered.

The major drivers have been identified and include the rise in health conscious consumers, growing modern trade as well as rising disposable income. Indian consumers are becoming aware regarding the health benefits associated with products such as juice. In addition, the rising disposable income driven by a developing economy is allowing individuals to meet their nutritional requirements through products such as juices. Furthermore, the growth in modern retail has allowed consumers access to a wide variety of products manufactured by a whole host of players. The availability of such products has created strong opportunity for players to capitalize upon by catering to a larger audience. The market has observed some challenges which include price rise, existing perception against packaged juice as well as the lack of variation and fluctuation in quality. Due to the rising prices of basic inputs, players have been forced to increase prices gradually. This coupled with the fact that consumers are more inclined towards fresh juice against packaged juices, which may contain preservatives, has negatively impacted the market. Players find it extremely difficult to differentiate their products from their closest competitors which translate into high marketing budgets towards creating awareness regarding their products.

New flavours and variants, expansion, adoption of new strategies and advent of juice bars are some of the major trends that have been identified. In order to differentiate their products, players are looking to provide new flavours of juices. They have started focusing on packaging of their products as well as looked to offer juices in various pack sizes at varying price points towards gaining a larger market share. Companies are constantly looking to adopt new strategies towards increasing sales. The strategies adopted can range from revamping the distribution channel to launching new products. Juice bars have been rising in India towards tapping consumers against packaged juice products and are providing such consumers fresh juice created in a hygienic environment at competitive prices.

The section on government policy highlights the regulation and control, fiscal policy and taxation, export promotion initiatives adopted by them impacting the juice market.

The competition section provides an introduction to the competitive landscape including the market share of major players as well as a product matrix. It also offers a brief profile of the major players including

business highlights and financial data towards providing an insight into the competition scenario 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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