

FOR IMMEDIATE RELEASE

Growing demand for ready-to-drink coffee driving the Coffee Market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Coffee Market in India 2011 report covering a market which is gradually growing. It is a part of Netscribes' Food and Beverages Series reports.

Mumbai, India – March 16, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Coffee Market in India 2011*. The market for coffee in India has been growing steadily as consumers are becoming more acceptable towards international and premium brands. This phenomenon is providing opportunities for players to expand and launch newer varieties and brands. The share of organized players is increasing considerably with increasing trend of eating out amongst urban consumers and their growing mobility providing good expansion potential to the industry.

The report begins with the market overview section providing the size and growth of coffee production and consumption in volume terms. It also provides the market segmentation of production of coffee showing the state-wise segmentation. Segmentation based on consumption is also included. The impact of changing price trend has also been analyzed. This is followed by the foreign trade value chain, followed by export structure of coffee including key countries where it is exported and the types. Import levels have also been discussed including the key importing countries.

An analysis of the drivers explain the factors for growth of the industry including rising demand for ready to drink (RTD) coffee, export promotion schemes for coffee, favorable demographics and growing disposable income. The key challenges being harmful to human health and large number of licenses that has to be acquired. Key trends in the market have also been analyzed including global players foraying into the market, investments made by PE players indicates industry potential, emergence of organic coffee, growth of franchising of emerging coffee retail shops and brand expansion into smaller cities.

The competition section provides an overview of the competitive landscape of the market with the share of players in the coffee market in terms of sales. A company portfolio has also been illustrated covering all the players that include brief profiles 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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