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## FOOD PROCESSING

### Rising incomes & increased consumption could drive RTE growth in India

Monday, 28 April, 2014, 08 : 00 AM [IST]

#### Our Bureau, Mumbai

The increase in the income levels and consumption could drive the growth of India's ready-to-eat (RTE) market in the future. This was stated by Netscribes, the market intelligence firm, in its recent report on the sector, titled 'Ready-to-Eat Market in India 2014'.

The report highlighted the rising demand for RTE products in India due to the increasing levels of income of its vast population and their hectic lifestyles. The RTE sector could be categorised into two broad segments - frozen products and shelf-stable products (which are available in the form of dinner/breakfast items and desserts/snacks).

The consumer survey showed that there was a high demand for both these sub-categories. RTE products are easy to use, as they do not require a long time to cook, and do not require either re-heating to a desired temperature or the addition of water. The rise in fruit and vegetable prices has helped RTE products emerge as a cheaper substitute.

The growing retail market was another major reason for the expansion of the RTE market. The growth rate and revenue are expected to be high over the next five years. The market is dominated by a private foreign player.

With the expansion of the market, more and more players are foraying into the segment. Given their hectic lifestyles, more and more consumers are opting for RTE food products, thereby offering tremendous growth prospects for the players involved.



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