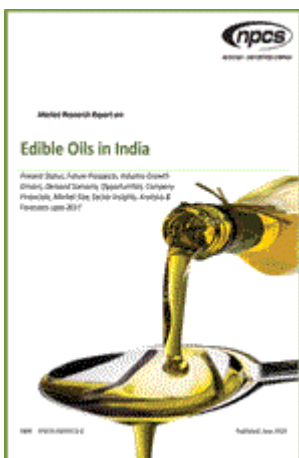


Market Research Report on Edible Oils in India (Present Status, Future Prospects, Industry Growth Drivers, Demand Scenario, Opportunities, Company Financials, Market Size, Sector Insights, Analysis & Forecasts upto 2017)



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Edible oil sector in India is riding high on consumption boom in India. The sector has been witnessing a shift in consumer preferences, on the back of rising health awareness among population, which will be the key benefactor for its growth going ahead. To enable a better understanding of the industry status and prospects, Niir Project Consultancy Services has released a new research report titled 'Market Research Report on Edible Oils in India (Present Status, Future Prospects, Industry Growth Drivers, Demand Scenario, Opportunities, Company Financials, Market Size, Sector Insights, Analysis & Forecasts upto 2017)'. The report analyzes Indian edible oil sector in profundity by sharing industry vitals like present status, structure, growth drivers, opportunities, demand-supply scenario and financial details of industry players.

The report first focuses on the basic details of the industry like its structure and classification and then moves ahead with the growth potential analysis. It captures the future prospects of the industry by scrutinizing demand drivers and existing growth opportunities for edible oils in India. The analysis so established is meticulously expounded and supported by graphical representation and forecasts of key indicators. The report identifies growing population, urbanization, rising incomes and health consciousness as key value drivers that will benefit the industry in the near future.

It further talks, in detail, about the present as well as the future demand supply scenario of edible oils in India. India produces a very trivial quantity of edible oils out of its total estimated demand and hence is largely dependent on imports. The demand supply situation in the sector is analyzed in various lights by studying the total consumption of edible oils in the country, per capita consumption, domestic production of edible oils, production of oil seeds and imports of edible oils in India. The report also includes forecasts of the total consumption numbers with respect to changes in the per capita consumption of edible oils. Although India is the largest producer of oilseeds in the world, a lot is left to be done to ensure self-sufficiency in edible oils. It also lists the prevalent excise and customs duty rates on edible oils.

The report then moves ahead to give business and financial details of incumbents in the industry which gives a fair view of the competition in the sector. It covers business profiles of companies like K.S Oils Ltd, Adani Wilmar Ltd, Ruchi Soya Industries Ltd and Marico Ltd holding brands like Fortune, Saffola, Sunrich, K S Gold etc. The next segment provides complete financial details of edible players in the country. It covers contact information like address of registered office, director's name and financial comparison covering balance sheet, profit & loss account and several financial ratios of the players. The report ends with a promising outlook of the sector.

The industry has all the triggers in place to ensure a smooth ride in future. The favorable consumer dynamics of Indian market like rising disposable incomes, escalating population, urbanization and fast growing health consciousness among Indian population has kept the industry at high pedestrian. All these factors will be the growth benefactors of edible oils in the near future. Also, although Indian per capita consumption of edible oils is on the rise, yet we still lag behind the developed nations of the world which construes as a massive opportunity for edible oil players. Changing consumer preferences towards healthy oils will fuel the growth in small niche segments which were not explored till now and will send growth ripples across the segments (laterally as well as perpendicularly). The industry being highly fragmented in nature restricts the accurate estimation of its market size. However we estimate the edible oil consumption to cross 21 million tonnes mark by 2017.

Reasons for Buying this Report:

- This research report helps you get a detail picture of the industry by providing overview of the industry along with the market definition, structure and its components
- The report provides in-depth market analysis covering major growth driving factors for the industry and opportunities prevalent
- This report helps to understand the present status of the industry by elucidating a comprehensive scrutiny of the demand – supply situation with forecasts
- Report provides analysis and in-depth financial comparison of major players/competitors
- The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

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