

# **Alcohol and Alcohol based Industries, Alcoholic and Non Alcoholic Beverages ,Fruit Juices, Whisky, Beer, Rum ,Wine and Sugarcane bye products**

**[Handbook On Chemical Industries \(Alcohol Based\)](#)**

**Author:** H. Panda

**Format:** Paperback

**Book Code:** NI7

**Pages:** 374

**ISBN:** 8178330679

**Price:** Rs. 750.00 US\$ 19.95

The chemical industry comprises the companies that produce industrial chemicals. Central to the modern world economy, it converts raw materials (oil, natural gas, air, water, metals, and minerals) into several different products. The Indian chemical industry is among the established traditional sectors of the country, playing an integral role in the national economic development. This sector, forming part of the basic goods industry, is a critical input for industrial and agricultural development. The fundamental nature and diversity of the industry is best understood from the fact that the industry itself is the largest consumer of its products, accounting for around 33% of total consumption. Alcohol is a very valuable material which has variety of uses such as for production of chemicals, as a source of energy and fuel etc. an alcohol is an organic compound in which the hydroxyl functional group (OH) is bound to a carbon atom. In particular, this carbon centre should be saturated, having single bonds to three other atoms. Some of the common examples of alcohol and its derivatives are acetaldehyde, acetic acid, chloroacetic acid, acetic anhydride, dimethyl acetamide, butyl alcohols, ethyl acetate, butyl acetate, cellulose acetate, ethyl ether and many more. Ethanol can be used in the pharmaceutical, cosmetics, solvents, food, and chemical industries with a majority of industrial ethanol used as a solvent in the manufacture of pharmaceuticals, paints, and lacquers. It is also used as a carrier in medicines. Some food extracts and flavourings can contain ethanol. It is also used in the personal care industry in products such as hairspray, mouthwash and cologne and in hand sanitizers and medical wipes. Some of the fundamentals of the book are manufacture of ethanol, absolute/anhydrous alcohol, barium acetate, calcium acetate, chromium acetate, cobalt acetate, copper acetate, lead acetate, vinyl chloride, vinyl acetate monomer, poly vinyl acetate, film-forming latexes, non film forming latexes, styrene based resins, styrene polyester resins, styrenated oils and alkyds, ion exchange resins, ethylene glycol monoethyl ether (cello solve) etc. The book covers manufacturing details of various alcohol based chemicals. We hope that it will be very resourceful for new entrepreneurs, researchers, general information seekers and libraries as a reference book.

**Importers Directory of Food, Beverages & Tobacco Products (World Wide /International Buyers Database) 3rd Edition**

**Format:** CD-Rom

**Book Code:** NID63

**Price:** Rs. 4,307.00 **US\$** 150.00

ABOUT: Today much of the world's economy is based on the ability of countries to import and export goods to each other. This global economy is vital to allowing the exchange of technology and goods and relies upon a network of importers and exporters to ensure that goods can flow freely and be available to meet the ever growing demand of the public. In order to keep track of the most reputable importers, we have created Database of Importers. Perhaps no other question is asked more frequently by exporters than "Where and how can I find importers?? Database of Importers is a perfect starting point for international exporters, manufacturers, traders and merchants looking to establish direct contacts with overseas customers. This Directory contains the latest and complete information about your potential business partners in several countries. The importers information listed in Buyers Directory has been collected from very reliable sources like electronic media, embassies and different association of concerned countries .Having in view the export promotional programme, our dedicated team has compiled Buyers Directory with hard work, efforts and devotion. The Directory contains the most comprehensive database of importer information. We at NPCS collect data from around the world, and then classify the raw data into the kind of intelligent categories that companies around the world use to:

- Find new importers, new markets and new business opportunities
- Enhance international trade
- Support sales & marketing.

Importers Directory of Food, Beverages & Tobacco Products (World Wide /International Buyers Database) 3rd Edition (Food Products, Dairy Products, Beverages, Milk, Chocolates, Cereal, Wheat, Bakery Products, Biscuit, Noodles, Pasta, Starch, Vegetables, Canned Food, Frozen Food, Seafood, Pulses, Spices, Pickles, Sauces, Fruits, Sugar, Juices, Honey, Eggs, Meat, Beer, Vinegar, Guar Gum, Wine, Soft Drink, Cigarettes, Liquor, Alcohol) Contains: Over 6,300 Importers / Foreign Buyers. Details include Company's Name, Contact Person (4,400), Address (6,200), Phone (6,300 Landline/ Mobile), E-Mail (3,400), Fax (4,500), Website (1,000) and Product Description. Note: All Records does not contain all fields of information. However, maximum information has been incorporated. Format: MS Excel, .xls

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## [The Complete Technology Book on Alcoholic and Non-Alcoholic](#)

## **Beverages (2nd Revised Edition)-(Fruit Juices, Sugarcane Juice, Whisky, Beer, Microbrewery, Rum and Wine)**

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI209

**Pages:** 576

**ISBN:** 9788178331805

**Price:** Rs. 2,275.00 US\$ 60.95

Alcoholic Beverage contains more than a minimal amount of ethyl alcohol or ethanol. They are classified into three general classes called beer, wine, and spirit. Non-Alcoholic Beverages are considered as the non-alcoholic version of alcoholic beverages. Non-alcoholic beverages include drinks that contains less than 0.5% alcohol. Changing tastes and preferences of consumers and inclination toward consumption of convenience food and beverages have led to the rise in demand for non-alcoholic beverages in the last few years. The global beverage market looks good with opportunities for alcoholic and non-alcoholic beverages. It is expected to reach in \$trillion and is forecast to grow at a CAGR of 3.0%. The major drivers for the growth of this market are growing urbanization, and disposable income. The non-alcoholic segment is expected to show above average growth. Consumer preferences, growing population, and health awareness are the major drivers. Within global beverage industry, beer is expected to remain the largest segment by value. Acceptance of alcohol consumption by consumers, population base of the young generation, and increasing per capita income are the major driving forces that spur growth for this segment over the forecast period. The rapidly invading global culture is also ensuring a rising numbers of Beer Cafés and Microbreweries across the World. The major contents of the book are Grape Juice Processing, Apple Juice, Tropical Fruit Juices, Chemistry and Technology of Citrus Juices and By Products, Beer, Whisky, Rum, Table Wines, Carbonation and Filling, Flavouring and Emulsions, Microbrewery, Manufacturing Process, Process Flow Diagrams, Addresses of Plant & Machinery Suppliers and Photographs of Machineries. It will be a standard reference book for Professionals, Entrepreneurs, Agriculturists, Agriculture Universities, Food Technologists, those studying and researching in this important area and others interested in the field of Alcoholic and Non-Alcoholic Beverages Products Manufacturing.

## [Directory / Database of Corporate/Leading Companies/Industries in Indian Food, Beverages and Tobacco Products \(with Financial Figures\) 9th Edition \[.xlsx, excel format\]](#)

**Format:** CD-Rom

**Book Code:** NID142

**Price:** Rs. 5,015.00 **US\$** 150.00

Products: Meat, Eggs, Dairy Products, Sugar, Cocoa, Cocoa Beans, Cocoa Powder, Confectionery, Milling, Bakery, Packaged Food, Starch, Fruit/Vegetable, Edible, Sprit & Vinegar, Water, Soft Drink, Beer, Wine, Soya, Coconut, Honey, Yeast, Pickle, Sauce, Noodles, Pasta, RTE, Bread, Biscuit, Flour, Chocolate, Milk, Butter, Ghee, Cheese, Coconut Milk Powder, Rice Bran, Sooji, Cake & Rusk, Malted Milk Food Tulsii, Zarda. Contains: 2,855 records with following Information: Name of Company, Address, City, Pin Code, Phone, Fax, Email (2,231), Website (1,009). Name of Directors, Location of Plants, Project Capacity, Production, Name of Products, Turnover, Product industry Code, List of Major Raw Materials with their consumption quantity & Raw material value, credit ratings. Comparison amongst companies ( Cash Flow, Cost as % of sales, Forextransactions, Growth in Assets & Liabilities, Growth in Income & Expenditure, Income & expenditure, Liabilities, Liquidity Ratios, Profitability Ratio, Profits, Return Ratios, Structure of Assets & Liabilities (%), Assets, Working Capital & Turnover Ratios) (\*Wherever available) Note: All Records does not contain all fields of information. However, maximum information has been incorporated. Format: MS Excel, .xlsx

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## [Industrial Alcohol Technology Handbook](#)

**Author:** NPCS Board of Consultants & Engineers

**Format:** Paperback

**Book Code:** NI238

**Pages:** 552

**ISBN:** 9788178331430

**Price:** Rs. 1,675.00 US\$ 150.00

Production of industrial alcohol is an age old practice. But with time, the usage areas as well as production techniques have gone through a major transformation. Industrial alcohol is distilled ethyl alcohol (C<sub>2</sub>H<sub>5</sub>OH), normally of high proof, produced and sold for other than beverage purposes. It is usually distributed in the form of pure ethyl alcohol, completely denatured alcohol, especially denatured alcohol and proprietary solvent blends. Ethyl Alcohol is the common name for the hydroxyl derivative of the hydrocarbon ethane. Industrial alcohol is distilled ethyl alcohol normally of high proof, produced and sold for other than beverage purposes. Industrial alcohol finds its applications in many chemical industries, pharmaceutical industries, Ink Industries and various allied applications. Much of this alcohol is obtained synthetically from ethylene. However, its production from microbial fermentation using variety of cheap sugary substrates is still commercially important. The various substrates used for ethanol production are sugar crops such as sugarcane, sugar beet, sorghum, etc. provide a good substrate. Bye product of these crop processing, e.g., molasses, sweet sorghum syrup, etc. are the most common substrates. Cereals like maize, wheat, rice etc are also used for ethanol production. Distillation of industrial alcohol, which is normally not used for consumption, can be made in a two step process. The process of distillation is one with a slow dynamics making it essential to have a carefully planned and designed control system. Ethyl alcohol or ethanol ranks second only to water as the most widely used solvent in chemical industry and as these industries have expanded, so the demand for industrial alcohol has increased. Some of the fundamentals of the book are base case production of alcohol, survey and natural alcohols manufacture, alcohol from wheat straw, alcohol from sacchariferous feed stocks, conventional process used in Indian distilleries, fermentation, distillation, continuous rectification and reflux ratio, alcohol recovery, quality of alcohol, steam economy, fuel oil separation, trihydric and polyhydric alcohols, coal gasification, methanol synthesis, coal gasification and raw gas purification, synthesis gas preparation, methanol synthesis and purification, badger conceptual design This handbook on Industrial alcohol technology provides complete details on process and the technology used in the production of ethanol

from various sugar crops and cereals and also briefs the different types of monohydric, trihydric and polyhydric alcohols. This handbook will be very helpful to its readers who are just beginners in this field and will also find useful for upcoming entrepreneurs, existing industries, technical institution, etc.



# The Complete Book on Wine Production

**Author:** H. Panda

**Format:** Paperback

**Book Code:** NI244

**Pages:** 752

**ISBN:** 9789381039021

**Price:** Rs. 2,275.00 US\$ 60.95

Wine is the most loved beverage across the world and a popular accompaniment with food. The popularity of wine in India has started growing rapidly. Wine is the fermented product of the grape. Because crushed grapes contain all that is needed to create wine, ancient wine producers simply allowed nature to take its course. As time went on, people realized that by intervening at certain times, they could make a wine with more predictable characteristics. Grape cultivation is one of the most remunerative farming enterprises in India. Grapes can be eaten raw or they can be used for making wine, jam, juice, jelly, vinegar. Delicate wine grapes are generally produced in frost free and moderate temperature environments. Thousands of grape varieties are grown all over the world; the wine grape varieties represent only a fraction of them. The colour, size, phenolic distribution and acidity of grapes give each wine its own characteristic. Wine quality is affected by the factors such as soil, climate, viticulture and wine making techniques. Wine quality is dictated mainly by the grapevines, not by the winemaker. Wine must be slightly aged to be drinkable. Grape production, linked with wine processing has provided the much-needed impetus for the growth of the wine industry. Indian government plays a crucial role in the current phase of Indian wine industry, supporting the current momentum amongst others through financial assistance and market protection. Gradual reduction of import duty levels will no doubt lead to increasing competition through imports, but will on the longer term result in a competitive industry that is able to export its top quality products to overseas markets. Some of the fundamentals of the book are wine quality, mold and mold complexes associated with grapes, grape aroma components, soluble solids in winemaking, the molds and yeasts of grapes and wine molds, yeasts of grapes and wine, by-products of fermentation, chemistry of fermentation and composition of wines, outline of red wine making, stuck wines, white table wine, sparkling wine, vermouth and flavoured wines, cider and apple wine, plum wines in Europe, berry wines in pacific coast states, cherry and plum wines in pacific coast states, pomegranate wine from concord grapes, pineapple wine, pear wine, wine from oranges, grapefruit wine, wine from dried fruits, Swiss research on fruit juice fermentation honey wine (mead), etc. This book provides a

complete detail on all aspects of Wine production like describe the varieties of wine available, its manufacturing process, bottling and storage of wine, quality control in wine making and many more. It is hoped that this book will be very resourceful to all its readers, students, scientists, technocrats, existing industries, new entrepreneurs and all those who are related to wine making.

# **The Complete Book on Sugarcane Processing and By-Products of Molasses (with Analysis of Sugar, Syrup and Molasses)**

**Author:** H. Panda

**Format:** Paperback

**Book Code:** NI246

**Pages:** 544

**ISBN:** 9788178331447

**Price:** Rs. 1,675.00 US\$ 44.95

Sugarcane grows in all tropical and subtropical countries. Sucrose as a commercial product is produced in many forms worldwide. Sugar was first manufactured from sugarcane in India, and its manufacture has spread from there throughout the world. The manufacture of sugar for human consumption has been characterized from time immemorial by the transformation of the collected juice of sugar bearing plants, after some kind of purification of the juice, to a concentrated solid or semi solid product that could be packed, kept in containers and which had a high degree of keep ability. The efficiency with which juice can be extracted from the cane is limited by the technology used. Sugarcane processing is focused on the production of cane sugar (sucrose) from sugarcane. The yield of sugar & Jaggery from sugar cane depends mostly on the quality of the cane and the efficiency of the extraction of juice. Other products of the processing include bagasse, molasses, and filter cake. Sugarcane is known to be a heavy consumer of synthetic fertilizers, irrigation water, micronutrients and organic carbon. Molasses is produced in two forms: inedible for humans (blackstrap) or as edible syrup. Blackstrap molasses is used primarily as an animal feed additive but also is used to produce ethanol, compressed yeast, citric acid, and rum. Edible molasses syrups are often blended with maple syrup, invert sugars, or corn syrup. Cleanliness is vital to the whole process of sugar manufacturing. The biological software is an important biotechnical input in sugarcane cultivation. The use of these products will encourage organic farming and sustainable agriculture. The book comprehensively deals with the manufacture of sugar from sugarcane and its by-products (Ethyl Alcohol, Ethyl Acetate, Acetic Anhydride, By Product of Alcohol, Press mud and Sugar Alcohols), together with the description of machinery, analysis of sugar syrup, molasses and many more. Some of the fundamentals of the book are improvement of sugar cane cultivation, manufacture of Gur (Jaggery), cane sugar refining: decolourization with absorbent, crystallization of juice, exhaustibility of molasses, colour of sugar cane juice, analysis of the syrup, massecuites and molasses bagasse and its uses, microprocessor based electronic instrumentation and control system for modernisation of the sugar industry, etc. Research scholars, professional students, scientists, new entrepreneurs, sugar

technologists and present manufacturers will find valuable educational material and wider knowledge of the subject in this book. Comprehensive in scope, the book provides solutions that are directly applicable to the manufacturing technology of sugar from sugarcane plant.

# India Beer Market- Industry Size, Share, Drivers, Trends, Analysis and Forecasts (2023-30)

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI263

**Pages:** 149

**ISBN:** 9788194737933

**Price: Rs.** 54,280.00 **US\$** 1,200.00

The India Beer Market is Likely to be Fueled by Rise in Population in Urban and Rural Areas, Growing Demand for Premium Beer over Standard Beer and Easy Availability of Products and the Increasing Purchasing Power of Consumers. The India beer market size stood at a value of INR 352.66 Billion in 2022 and is projected to reach INR 707.51 Billion by 2030, exhibiting a growth rate (CAGR) of 8.64% during 2023-2030. The Indian beer consumption is expected to reach 595.79 million cases by 2030, with a CAGR of 6.96% during the forecast period 2023-30. Additionally, Indian beer consumption is expected to reach 33.45 million hectolitres from 23.33 million hectoliters, growing with a CAGR of 4.65% during the forecast period, 2023-2030. Increasing brand consciousness regarding imported and premium beers is a key driver of growth in the Indian beer market. Factors such as cultural change, change in lifestyle and penetration of Western culture have also influenced the consumer's behavior and inclination toward alcoholic beverages. In addition, the surge in female drinkers and the growing young age population every year by around 20 million fuel the growth of the beer market in India. Moreover, beer consumption in India was at 350.15 million cases in 2022 and is expected to reach 595.80 million cases by 2030, thus registering a CAGR of 6.96% during the forecast period 2023-30. Favorable demographics in India, coupled with consumers are increasingly interested in trying new and unique beers and are willing to pay a premium for high-quality, well-known brands and easier for consumers to access a wider variety of beer, which are expected to enable beer demand to grow swiftly in years to come. Around 56 units are manufacturing beer under license from the government of India. Additionally, the expansion of organized retail chains and modern trade outlets is strengthening the market. In line with this, the inflating disposable incomes of consumers and changing lifestyles are significantly contributing to the market. The Indian beer market has been experiencing the trend of microbreweries and some exclusive beer outlets. Another feather in the hat is the rising awareness of health benefits arising from beer consumption. Shifting consumer's preferences toward healthy lifestyles is reducing excessive consumption of alcohol. The recent self-grooming trend has influenced the younger population to adopt healthier



beverages with low alcohol content, like craft beer, backed by the influence of digital media. Indian beer exports stood at USD 43.8 million in 2017 and reached USD 27.8 million in 2020. India imports value and volume is very low. Indian imports of beer stood at USD 11.7 million in 2017 and reached at USD 5.9 million in 2020. In 2020, global beer production reached 1788.93 million hectoliters while in 2021, 1859.73 million hectoliters and an increase of about 70.8 million hectoliters with 3.96% changes. The five leading beer-producing nations were China, USA, Brazil, Mexico and Germany, which continued to produce 50 percent of the world's beer. In Asia, beer production was driven by China (+16.5 million hl). Europe beer production was contributed by UK (+6.2 million hl), Spain (+3.3 million hl) and Russia (+2.6 million hl). In the Americas, Brazil (+10.2 million hl) and Mexico (+7.8 million hl) were once again growth markets. Africa Beer production increased by 10 million hl. South Africa and Angola achieved the largest increases in output by 5 million hl and 2 million hl, respectively.

**Alcohol by Volume Overview in the India Beer Market Based on Alcohol by Volume (ABV),** India Beer market is segmented into strong beer and mild beer. In India, beer market is dominated by strong beer which accounts for ~80% of the beer sales. In strong beer, alcohol content of >5% and most of a strong beer's alcohol percentage lies between 6-20%.

**India Beer Market: Competitive Landscape** The majority of the beer market seems to be captured by 2-3 main players, rest of the players struggle with tiny shares in the industry. Companies leading the India beer market includes United Beverages Limited with market share of 52.3%, AB Inbev India Private limited with market share of 21.6%, and Carlsberg India Private Limited with market share of 17.1%. The others companies hold 9% market share which includes Mohan Meakin Limited, Molson Coors India Private Limited, Cerana beverages private limited etc., further the industry also comprises of several small and medium-scale manufacturers, generating substantial revenue and contributes towards industry value chain.

**About Us: NIIR PROJECT CONSULTANCY SERVICES (NPCS),** an ISO 9001:2015 company is one of the leading reliable names in industrial world for providing one of the most comprehensive suites of technical consulting services. We at NPCS are dedicated with passion and enthusiasm for helping young entrepreneurs is a real encouragement to proceed with a business start-up right from providing basic information to technology evaluation, sourcing and assimilation of detailed project reports, market survey studies and research through our advanced Industrial, Business and Commercial Databases. NPCS is a well-known

technical consultancy providing focused services and we have been following stringent system and procedure to ensure only top quality strictly in conformity with delivering the needs of our clients in this rapidly growing & changing market. We have a full fledge of highly qualified Technical Consultants, Engineers, Economist and Technologists specialized in various disciplines and we take great pride in working as a team, and share the common goal of exceeding excellence. Our team is behind the success of many clients in their investment. Over the years, NPCS has become a well-known name in the industrial world for delivering a wealth of technical services and solutions to clients, both large and small. We provide the services through comprehensive knowledge of equipment and practices through our excellent team at a very economical price.

# Emerging Opportunities in Booming Indian Beer Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI272

**Pages:** 33

**ISBN:** 9789381039441

**Price:** Rs. 29,500.00 **US\$** 500.00

The research report titled 'Emerging Opportunities in Booming Indian Beer Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)' released by Niir Project Consultancy Services aims at providing a detailed analysis of the investment opportunities prevalent in the Indian beer industry. The report covers crucial aspects like reasons for investment in the sector, core project financials, glimpse of the regulatory environment of the industry, potential buyers and analysis of the industry as a whole. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have identified beer project, in the alcoholic beverages segment, which satisfies all the above mentioned requirements and has high growth potential in the Indian markets. And through this report we aim to help you make sound and informed business decision. The report contains all the data which will help an entrepreneur find answers to questions like:

- Why I should invest in beer project?
- Who are the customers of the product?
- What will drive the growth of the product?
- What are the costs involved?
- What will be the market potential?

The report begins by providing an overview of the beer industry in India and then proceeds to enhance the product knowledge of the entrepreneur. The report discusses beer as a product in various lights like product definition and product classification. The report further enlightens the entrepreneur about the potential buyers of the product, beer, which will help him identify his customers and place his product correctly. It provides a profound analysis of the investment factors of the project along with graphical representation and forecasts of key investment indicators which can help an entrepreneur assess the market potential of the product. The report further helps in enhancing the assessment of market potential by listing the export-import market of the product coupled with market size & outlook of the Indian beer industry as a whole. It also helps an entrepreneur in keeping abreast of the recent developments as well as the regulatory environment prevalent in the industry. The report

then turns its path towards the project insights of the beer plant. It includes core project financials of a model project with specified product list and plant capacity. It enumerates project information like raw materials required for manufacturing beer, manufacturing process, list of machinery and basic project financials. Project financials like plant capacity, costs involved in setting up of project, working capital requirements, payback period, projected revenue and profit are listed in the report. It also lists down the key players in the beer segment along with their contact details. This report helps an entrepreneur gain meaningful insights into the Indian beer sector and make informed and sound business decision. Reasons for buying the report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
- This report provides vital information on the product like its definition, characteristics and segmentation
- This report helps you market and place the product correctly by identifying the target customer group of the product
- This report helps you understand the viability of the project by disclosing details like raw materials required, manufacturing process, project costs and snapshot of other project financials
- The report provides a glimpse of important taxes applicable on the product
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

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

**Market Research Report on Packaged Fruit Juices & Drinks in India  
(Present & Future Potential, Market Insights, Growth Drivers,  
Opportunities, Industry Size, Porters 5 Forces, Demand Analysis &  
Forecasts upto 2017)**

**Author:** NPCS Team

**Format:** Paperback

**Book Code:** NI281

**Pages:** 84

**ISBN:** 9789381039540

**Price:** Rs. 35,400.00 US\$ 750.00

Fruit beverages in India have come a long way since their first forms to find their permanent place in Indian households. Today you will find yourself bewildered with the choices available if you wish to drink a fruit beverage. Innumerable and eclectic flavors combined with several variants (juices, drinks or nectars), is a testament to the fruit beverage industry transformation. In the view of the rising future potential of the industry, Niir Project Consultancy Services has released a new research report titled "Market Research Report on Packaged Fruit Juices & Drinks in India (Present & Future Potential, Market Insights, Growth Drivers, Opportunities, Industry Size, Porter's 5 Forces, Demand Analysis & Forecasts upto 2017)". The report aims at providing a thorough understanding and analysis of the industry by deeply exploring the present status as well as the future prospects of the fruit beverage sector in India in the wake of evolving market dynamics. The report establishes the study by covering data points like growth drivers for the industry, opportunities, present scenario, demand supply estimation & analysis, porters 5 force analysis and key player information. The report begins with a brief on global status of the fruit beverage industry and then shares information on the current status of the industry on the domestic front. The report discusses the overview of the sector along with its classification and structure and then further proceeds to analyze the growth drivers and opportunities for the industry. Rising per capita incomes of the Indians, bulging middle class, surging modern trade and growing urbanization will be the macro economic factors that will contribute to its growth. Escalating health consciousness among Indians has lured them towards fruit beverages and the players have left no stone unturned in capturing this sudden rush of demand. Although the fruit beverage industry is dominated by the loose beverage segment, the share of packaged fruit beverages is gradually rising and eating away the other share. The report then discusses the demand-supply scenario of packaged fruit beverages in India by analyzing various aspects. The demand for packaged fruit beverages is captured by studying the consumption volumes and the industry revenues while the supply side involves scrutiny of estimated fruit processing units in the country along with the fruit production statistics of India. The data discussed above is supported by graphical representations wherever necessary along with the key

forecasts. Moving forward, the report analyzes the attractiveness of the sector by evaluating the status of porters 5 forces prevalent in the sector. The sector is said to be most attractive when the 5 forces are their weakest and the report explicates the forces methodically to simplify the analysis. The next segment of the report includes industry players details like key player business profile and financial comparison of companies operating in this segment. Profiles of companies like Dabur India, PepsiCo India, Coca-Cola India and Parle Agro are included while peer group financials includes 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 fruit beverage industry in India is on its mark for a great run to success. Changing consumer dynamics like rising incomes, shifting preferences towards healthy drinks and changing perceptions will contribute majorly for the industry's next growth phase. Macro-economic factors like spurt in the modern trade, growing urbanization in the nation and burgeoning middle class will further lend a helping hand to the sector.

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 structure and its classification
- 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 and porters 5 force analysis
- 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



# How and Why to Start Your Own Fruit Beverage Industry

**Author:** NPCCS Team

**Format:** Paperback

**Book Code:** NI282

**Pages:** 36

**ISBN:** 9789381039557

**Price:** Rs. 29,500.00 **US\$** 500.00

How and Why to Start Your Own Fruit Beverage Industry (Business Plan, Investment Opportunity, Why to invest, Market Potential, Project Financials of Fruit Juice Plant (FMCG Sector) for Indian entrepreneur, Project Feasibility, Potential Buyers, Market Size & Analysis) Indian fruit beverage industry has an effervescent future ahead of itself with rising health consciousness and growing affordability among Indians. The industry is in the pink of its health as fruit beverage consumption levels grows among Indian population and makes way for newer variants and flavors in the segment. Acknowledging the growth potential of fruit beverages in India, Niir Project Consultancy Services has launched its new report titled “How and Why to Start Your Own Fruit Beverage Industry (Business Plan, Investment Opportunity, Why to invest, Market Potential, Project Financials of Fruit Juice Plant (FMCG Sector) for Indian entrepreneur, Project Feasibility, Potential Buyers, Market Size & Analysis)”. The report qualifies as an investor’s guide for making investment into Indian fruit beverage segment. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product: • Good Present/Future Demand • Export-Import Market Potential • Raw Material & Manpower Availability • Project Costs and Payback Period We at NPCCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in fruit beverage sector in India and its business prospects. Through this report we have identified Fruit Juice project which has the potential to be a lucrative investment avenue. The report analyzes the investment feasibility of fruit beverage sector by discussing factors like potential buyers, reasons for investment, regulations, foreign trade and project financials. The report embarks the assessment by giving an overview of the overall fruit beverage sector in India as well as in world which is followed by the identification, estimation and forecasts of target consumers of the industry in India. The report further elaborates on factors that make a case for investing in the sector by profound analysis supported by graphical representation and forecasts of key data indicators. Evolving consumer dynamics like changing preferences, growing health consciousness and

increasing consumption levels will bring in the next phase of growth for the industry. The report then lists the import-export market of the products and the recent developments in the sector. The key segment of the report 'Project Details' is a useful tool for any entrepreneur who is willing to enter fruit beverage segment in India as it discusses investment vitals like raw materials required, list of machinery, manufacturing process and project financials of the project. The report includes project details of a model project manufacturing four types of fruit juices (Pineapple, Orange, Banana and Guava). The project financial sub section provides details like plant capacity, costs involved in setting up of project, working capital requirements, payback period, projected revenue and profit. It also provides contact details of major players operating in the Indian fruit beverage sector. The fruit beverage industry in India is on its mark for a great run to success. Changing consumer dynamics like rising incomes, shifting preferences towards healthy drinks and changing perceptions will contribute majorly for the industry's next growth phase. Macro-economic factors like spurt in the modern trade, growing urbanization in the nation and burgeoning middle class will further lend a helping hand to the sector. Reasons for buying the report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product
- This report provides vital information on the product like it's characteristics and segmentation
- This report helps you market and place the product correctly by identifying the target customer group of the product
- This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials
- The report provides a glimpse of important taxes applicable on the industry
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

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

# About NIIR

**NIIR PROJECT CONSULTANCY SERVICES (NPCS)** is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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Sun, 25 Feb 2024 21:37:35 +0530