Preface

India is a YOUNG Nation with almost 70% of its population comprising of the youth. Today’s Indian Youth market can be described as a heterogeneous market based on their interests, attitudes, tastes, and buying habits vary a lot. Young consumers are, often, much more sophisticated than many marketers recognize. It's tough because buying decisions among these groups can vary by both age and gender. For example, males within a specific age group make very different decisions about purchases than females within the same age group. The overall youth market these days is savvy and well-informed. Peer influence is important when youth shoppers are considering where to buy products in person, but how they are treated when they actually shop is also critical to developing brand loyalty. If the experience involves youthful shoppers' being treated with respect, they are more likely to develop an affinity for that particular store or brand.

India has a major role in the future of global food business as it has a strong base in agriculture and provides a large and varied raw material base for Food Processing industry. It is a country of over 1.10 billion consumers and there is a largely untapped domestic market of 1000 million consumers in the food processing sector and two hundred million more consumers were expected to shift to processed food by 2010. According to a study by McKinsey & Company, the Indian food market is poised to grow two-fold by 2025. Citing the McKinsey study, a report by the US Department of Agriculture says that the size of the Indian food consumption market is expected to grow from US$ 155 billion in 2005 to US$ 344 billion in 2025 at a compound annual growth rate of 4.1 per cent. The steady growth of the Indian economy and the improving lifestyle of Indians have been instrumental in this growth.

The growth of the food industry in India stems from the consistently increasing agricultural output. With the second largest arable-land area in the world, India is one of the key food producing countries in the world, second only to China.