

CURRENT SCENARIO OF READY TO EAT FOOD PRODUCT IN INDIA-GROWTH TREND, OPPORTUNITIES AND CHALLENGES

Prerana Singhvi

Research Scholar, PAHER
University, Udaipur

Prof. S.L Menaria

Professor, Faculty of Management, PAHER
University, Udaipur

ABSTRACT

The traditional economic condition of Indian society is different from the situation today. Home cooked nutrition for Indian buyers. The sophisticated culture of dinner these days is changing the attitude of Indian society. Some Ready to Eat Nutrition Items brands are currently being built in India because of their current fast lifestyle, active planning, competition, increasing number of working women and the concept of nuclear family. On a great socio-economic basis, India is developing a large scale within the Ready to Eat category of foodservice based on shifting shoppers' choices and increasing disposable salaries. The number of people it takes to eat globally gives an exceptional start to different brands around the world. The development of Ready to Eat is considered in coordination with urbanization, which appears to be driving modernization in the food industry. The aim of the study is to overview the current scenarios of food products in India and its development, trends, opportunities and challenges.

Keywords: Ready to eat , Influence, Modernization

INTRODUCTION

India is a constantly nurturing country, with exceptional nourishment from north to south and east to west in every area. Development or unused designs are seen as updates to meet the needs of the modern shopper or the current advertising needs. This progress can be achieved through auxiliary items, forms, administrations, advances, or commercial models that are readily available to the market. The breakthrough in the food industry combines special growth with social and social progress. All of this occurs through nutrient building, from cutting to generation, to essential and supportive management, manufacturing and dispersal. From an early age, people generally prefer home-cooked nutrition in India. As urbanization is

taking place, the situation is completely changing.

The Indian Food Management Division is ready to eat natural products and vegetables, meat, fish, poultry, dairy products, refreshments, whole grains, cereals and millet, pastry kitchens, confectionery, nutraceuticals and applications. Time is precious and shoppers are increasingly influenced by Western culture through the administration of indigenous culture. Nowadays, many Indian manufacturers are using unused development to expand production, conform to quality measures and increase productivity.

The ready to eat industry includes instant foods and foods that require no additional cooking or ingredients after opening. Ready to eat foods are packaged in an airtight seal solution and kept fresh

for a long time, including packaged lunches, frozen meals, homemade meal re-establishments, prepared meals. Frozen food is a selection of fresh, canned and cooked foods. It is one of the most dynamic and largest sectors in the food industry. Flexibility is a key factor in the growth of the frozen food market. The market is broadly divided into products such as frozen vegetables and fruits, frozen potatoes, frozen ready meals, frozen meat, frozen fish / seafood and frozen soups. Due to the wide range of product portfolios, more than 35% of frozen foods are on the market.

MAJOR PLAYERS IN READY TO EAT FOOD INDUSTRY

Key players ready to feed the food industry are Nestle, Kelloggs, Gates food products pvt. ltd., Godrej tyson foods ltd., Haldiram manufacturing company pvt.ltd., MTR foods private ltd., White fine foods ltd. and The Schwan food company.

GROWTH DRIVERS

Economic development and supportive government policies have contributed to the production, processing, distribution and marketing of food products in India.

Apart from India's strong macroeconomic indicators and manufacturing base, there are seven reasons for increasing consumption:

- Spend the prosperity of the working population with an increase in expenditure;
- Urbanization promotes in changing lifestyles and less time to obtain domestically prepared nutrition;
- The rise of tourism in India and the universal travel of Indians have widened the conspiracy of Indians in the world of nutrition;
- Changes in taste and inclination of the Indian customers;
- Innovative promotions, growth in general stores

and the e-commerce boom, making it easier for shoppers to focus on widespread adoption of the product;

- Quality promised quality measures, well-meaning benefits of goods;
- The use of F&B pieces accelerated the development between paranormal events and celebrations.
- Worldwide India is the most populous country so a large number of players from all over the world have entered Indian advertising.

At a variety of retail outlets, we are encouraged to help completely different bundle groups with different entrances and ready-to-eat entrees. All these things point towards the bright future of Indians who are ready to perform in the coming period.

GROWTH AND TRENDS IN READY TO EAT FOOD PRODUCT INDUSTRY

The Frozen Nutrition Showcase around the world is very heavily divided and has many small and medium sized producers. In this vibrant industry, dispersal actually plays an important role in leading to success. Many industry members rely on third party vendors to reach their target customers. By extension, private names make up more than 10% of the advertising share in 2012, which serves as a major challenge for global players to enter and settle at the regional level. Exhibitions and opportunities, over-emphasis on exports, adjustment of unused innovations, harmonious limited-time processes, increasingly unusual ideas in retail order stores, and private-name retailers are prominent models in this segment. To eat, to attend and to promote gin. Locale is all-consuming to eat specialty items and tightly crafted items.

According to (India Ready to eat Food Market Forecast and Opportunities, 2019), The Indian food market is projected to grow at a CAGR of 21.99% in 2014-15. Leading drivers need to prepare products to

eat in the country, such as raising staff, improving the consumer lifestyle and increasing sales force. High Demand Curve, North and West are major players in the ready-to-eat frozen food in the food market, ready to eat from cities like Delhi, NCR, Mumbai and Ahmedabad. The country consumes more than two. This proves that frozen Ready-to-Eat foods require proper cooling to maintain shelf life. However, the high cost of ready-to-eat food products is a major risk factor, as Indian consumers are cheaper and have lower price changes in their tastes. This gives ready-to-eat companies the opportunity to bring high-quality ready-to-eat foods at affordable prices.

India's Ready-to-Eat Food market value will reach 1 261 million in 2017 and a CAGR of 16% between 20123 and 2023 and reach \$ 647 million by 2023. Growth in the market can be attributed to disposable growth, such as city income, the changing middle class population and the preferences of Indian consumers. In addition, the growing demand for fast food and the presence of fresh and high food prices in these types of foods is an increasing advantage in the Indian market for manufacturing. The demand for prepared food products has been documented by the high growth in the metro, where most working people do not have enough time to cook the right food. Furthermore, the long life span of the country and the availability of prepared food products emphasize their need.

With the bookkeeping of oil and dairy products for major oils, the packaged portion of the package has been given a double expansion in 2018. Other classes contributing to this growth - chocolate candy, sweet biscuits, nibble bars, delicious snacks, spreads, sauces, dressings and spices, baby nutrition and baked goods. Amidst the growing mentality of living a solid life, growth in this segment has accelerated the movement in the customer's inclination for branded bundled goods. Using this growth will help expand competition with participants who have not used payment options and expanded options for customers, and solid growth is expected to continue until 2023.

Demand for branded packaged food allows urban consumers to shop online or at hypermarkets and general stores. A deep jump in the packaged food suburb reveals a unique growth pattern, some of which is highlighted in the acquisition section –

BREAKFAST CEREALS

Snacks of ibreakfast cereal are ibecoming innovation variants to focus on well-being and cognitive shoppers, as well as being more competitive with select participants. This section is being reused as a sound snack section with a display of variations such as muesli and granola. The section on unused adaptations has impacted traditional breakfast cereals, chips and showcases, for which a decline in retail honour growth has been reported for mid-2018.

PASTA AND NOODLES

After a big mess in 2015, a large number of noodle deals have been fully restored by 2018. For Indian consumers with Italian and Mediterranean cuisine, Western cuisine is a common dinner option.

SOUP

Soup consumption developments are subject to current honor agreements in 2018, but this category is generally much smaller than other countries such as China and Japan. While Tomato 2018 is one of the most prevalent in soups in India, the range is looking at a range of unused flavors and counting classics worldwide. Dehydrated Soup 2018 is in the prestigious soup category in India, offering more comfort options as well as comfort and calibration.

DAIRY

The expansion of the use of burgers, pizzas and pasta is driving growth in the dairy sector, and cheese is an important solution to such dishes. Varieties such as mozzarella, cheddar and parmesan are popular in the cheese category. In 2018, cheese will be the largest provider of natural cheese and chaotic channel in India. In the Drinking Drain Item category, the

increased drain defeats other variations. Additionally, the premium groove, with its greater rack life, is gaining notoriety.

BEVERAGES

Natural Healthy Breakfast Evidence 2018 has been developed with simple fixings and flavors such as orange, mango and apple. Ayurvedic based juices and vegetable juices like aloe and amla are also seeing more important requests in India. There are more and more natural refreshment pieces that occupy the largest share of organic tea. In the Garhwale / Functional Refreshments category, Sports Drink 2018 saw solid honor deals.

With the expansion and expansion of the urban population (30 per cent as of the 2011 census), and 62.5% of the population between the ages of 15 and 59 (2011 Census), India is a major step towards utilizing Comfort Nutrition. . It is clear from the reality that the rise of significant deals is named after oils and fats, ready meals, rice, pasta and noodles and delicious snacks. We are seeing rapid growth in the breakfast cereals, ice cream and soup segment.

REVIEW OF LITERATURE

(S & Sathyapriya, 2016)has examined the benefactor securing state of mind towards Ready to eat nourishment items. The observational comes about appeared that put of buy of Ready to eat nourishments items and wellbeing issues by devouring Ready to eat items are essentially related with month to month salary and capability of the respondents separately.

(Gupta & Singh, 2016)uncover that 'convenience' is the foremost vital calculate which impacts the states of mind of working ladies towards comfort nourishment items . By understanding the states of mind of working ladies, nourishment producers might way better appraise the effective passage in unused markets.

(Iyer, 2019)found that the past decade has clearly brought to light the F&B space introduction - the

industry has experienced a few changes due to ever-changing shopper request and unused advancements. Of note here is the quick increment within the number of challenges for the nourishment and refreshment industry. The behemoth itself, a consumer-driven multimillion-dollar industry, whereas appearing a steady pace of development, is additionally tormented by a series of deterrents. Whereas a few of the issues within the nourishment industry have been common for a few time presently, numerous of the other F&B advertise challenges that have been produced in later times can be ascribed to changing client needs and the presence of a progressive administrative environment.

(Thakur, 2018)found that the Indian world is soaks totally different societies, societies, ways of life, ways of life, and food that have advanced so much within the final two decades. Nowadays, consumer demand is exceptionally different and exceptionally divided as affected by some components such as liberalization, atomic families, rising earnings, media meticulousness, active ways of life, kitchen machines and more. This sensational move in eating propensities and the expanded request for Ready to eat nourishment items have driven to the development of the food-producing and well-prepared nourishment businesses.

(MeenalPendse & Patil, 2016)explore the start-up for readyto eat Nutrition in Indian Showcase. It can be an effective tool for the market for the definition of process in areas such as comfort raising, brand positioning, promotion and order promotion. Many factors are not considered, it can be made for many reasons eat nutrition in India. Some inevitable causes include lack of time, lack of adequate preparation for traditional Indian nutrition, replacement of women's parts, and the globalization of Indians and Indian nutrition.

OBJECTIVES OF THE STUDY

1. To study ready to eat food products in India.
2. To study he growth and trends in the readytoeat

food products industry.

3. To study the opportunities and challenges in the ready to eat food product industry.
4. To study the factors that serve as Growth Drivers to prepare the ready to eat food products industry.

RESEARCH METHODOLOGY

Research Approach: Drawing on the current situation for eating food products in India is the approach adopted for this idea. The study is focused on investigating the different components of driving development drivers as an exceptional request to eat the Ready to Eat product.

Research Design: Exploratory research design for this research has been used to gain various insights into the topic.

Data collection: Articles, websites, journals, and daily papers are used to gather helpful information in the food processing section.

CHALLENGES FACED BY READY TO EAT FOOD PRODUCT INDUSTRY

Food Safety: Evolving with Time :The Food Security and Standards Authority of India (FSSAI) is an independent body that manages individual shipping samples arriving in India. If the relocation is not in accordance with the FSSAI rules, it may be rejected. One of the major challenges faced by readytoeat food producers is the revision of the rules and regulations laid down by regulatory bodies. Regulatory bodies aim to align laws / regulations to international norms and standards. As a result, they are subject to change from time to time and market players are expected to meet these standards and adapt to comply. These food safety policies are expected to make it easier to produce high quality food and safety for consumers, however, in the opinion of manufacturers, these strict rules are likely to hamper their readytoeatfood businesses.

Most consumers love fresh homemade food: Many Indian consumers prefer homemade food, which is one of the biggest challenges the Indian food market is willing to eat. Manufacturers willing to eat food products come with constantly updated products to satisfy the target market population. For example, MTR is one of the top programmed players in the world, retaining its market power through product development and innovation. However, manufacturers still face challenges in consumer acceptance of their advanced products, as some consumers still appreciate the change from traditional methods.

Attracting Consumer Interest: Another challenge for the food products market is the acquisition of products and other features that attract consumers in the interests of technology, health and ethics. To improve product offerings, market opportunities for food product manufacturers and ready-to-eat foods can help families and individuals make their lives easier and improve their quality of life.

Adoption of new Technologies : Consumers who are ready for mixed diets represent an inaccessible market and, while opportunities exist, precautionary measures need to be taken. Or consumer focused, weak distribution channels and low consumer awareness levels in India are expected to disrupt India's readytoeat food market, new ready-to-eat food preparation technologies and a growing number of exhibitions, seminars and workshops encourage readytoeat organic food products. that move the food market ready to unite India soon.

Removing fairy tales and educating among consumers : The most important and challenging role is to dispel people's misconceptions and teach them about the benefits of ready-to-eat products. Food products are healthier and healthier than traditional food products.

Pricing : Indian customers are hitting the cost. As an exporter, it is imperative to have this number on the estimated cost of your item as part of the passage process. Competitive appraisal gives you the edge to

complete your target transaction statistics across advertising. If you think of India as a potential business destination, adjusting and customizing your item to coordinate the cost point is fundamental.

OPPORTUNITIES IN READY TO EAT FOOD PRODUCT INDUSTRY

India has been expanding for some time now due to busy lifestyles and rising consumer pay levels and requesting ready-to-eat foods. With the efficient launch of work in the country's urban setting, India is seeing a lot of people moving from its rustic and semi-urban pockets to Level 1 and Level 2 cities. Therefore, it has been a huge driving force in India, especially over the last five years, about the ready to eat foods. Directly, nuclear families and rangers living in metropolitan areas for scholarly and commercial purposes are the main consumers of ready-to-eat foods. Due to social differences, companies are increasingly focusing on spatially prepared foods. Another statistic is that the country's major retail chains, hypermarkets, and convenience stores have easy access to readytoeat foods. According to "India Ready-to-Eat Food Market Forecast and Opportunities, 2019", Ready-to-Eat Food advertised in India is estimated to hit US \$ 120 million in 2014. Nutritional advertising is divided into food preparation sweets. Mixtures, whips and curlers of curry. Of these three item categories, Sweets in 2013 is expected to combine other item components and increase its dominance by 2019. According to locals, North India is a major income generator in India and a nutritional local. The rapid rate, which is a progression in the way of life, is due to the increase in the per capita salary per capita due to the high working population and the unstable population growth supported by the available job opportunities. These components are subsequently in need of nutritional support, which is expanding ready-made nutrient contracts among local people, the report said. Most of the requests in the Northern Region are developing from the Delhi and National Capital Region (National Capital Local) area. In the

NCR region, Gurgaon and Noida are major demand generators as they have large number of offices and other commercial centres.

Help, two-thirds of our 1.3 billion population is thriving, with huge amounts of pay and convenient nutrition. All these components lead to nutritional use, which is expected to reach US \$ 1.2 trillion by 2025–261. Along with the rest, the young population places a high emphasis on physical and ecological well-being, thus moving quickly towards the most beneficial choices. As a result, companies nowadays have an increasing item portfolio to include nutrition-based nutrition categories to meet growing demand.

Therefore, this opportunity lies in the combination of the benefits of taste and well-being, which helps adjacent customers.

CONCLUSION

Ready to eat food showcase is long term food easy route showcase. in India , individuals being workaholic they don't have time to cook time taking dishes , so they lean toward to either go to eateries or utilize prepared to eat nourishment advertise items. India is seeing a huge departure in food consumption foods, which can be seen in the fact separated by oil and fat Ready to eat prepared food recipes, rice, pasta & noodles and cool foods have registered deals for development. There is a breakthrough in the fast food industry in India that contributes to the economy but each character has two sides, with some going down. It is a negative influence on the well-being of people to live in the realm of real life.

SCOPE FOR FURTHER RESEARCH

It can be promoted in other parts of the country, and it integrates more elements to better understand the factors that influence brand inclination and the use of a variety of branded and branded prepared foods. Design can be affected.

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