

PROGRESSIVE GROCER

JANUARY 2011

AHEAD OF WHAT'S NEXT

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Annual Report

Inflation to invention – it was a jam out there in 2010.

Tying up the major directions of any industry in a year is always tricky business. More so when the trends seem to be all over place and in fact, impact each other. Having said that, inflation and innovation do seem to have been the buzz-words as far as summing up the Indian food and FMCG business in 2010 is concerned.

As our cover story outlines quite crisply, food inflation remained high in the year 2010 and became a part of the economic trends of growth. With the last quarter of the calendar year witnessing rising onion and tomato prices, a major drawback of the country's inflation control strategy was that it continued to consider inflation as a seasonal and temporary problem. In fact, going into 2011, food inflation may continue to trouble the government and put pressure on the manufacturing sector.

Another highly noticeable – and encouraging – trend in 2010 was the willingness of Indian consumers to trade-up to more expensive products in several categories. In this process, products offering tangible benefits, but priced slightly higher than the products in the generic category, are witnessing good traction among urban as well as rural consumers. This is especially true in the case of products that help enhance everyday energy, vitality and appearance, in both F&B and personal care. Examples include even basic categories such as oils, atta, soaps and biscuits, apart from relatively new product categories such as cereal bars, sports drinks and shower gels, which have greatly benefited from this trend over the past year.

Led by de-commoditisation of products in categories such as staples, the private label growth story in India has spiraled further upwards over the last year, with stores stocking up more aggressively on their own brands of soups, juices,

cornflakes, cookies and personal care, among other products. Although private labels still account for a small portion of the total modern retail sales in India, the demand has increased by 30-40 percent in 2009-10. This has resulted in private labels commanding a larger shelf space as compared to the 5-6 percent of the total product mix they contributed to in any typical large-format modern retail outlet.

Staying with private labels, one major trend to watch out for would be the sustainability of the edge that retailers have developed in non-food categories, including household care, where the market is less fragmented with respect to national brands that have a pan-India presence.

Any review of what has made news in the last year, and would impact the growth story of the FMCG industry in the years to come, would be incomplete without acknowledging the Goliath of this market – rural consumers. Over the last year, the rural FMCG market has grown almost 1.5 times as fast as the urban market, with product categories such as tea, salt and biscuits showing a considerable increase in the penetration levels.

Last but by no means the least, and perhaps the most debated topic of 2010, was liberalisation of FDI. According to a DIPP release, FDI inflows of USD 194.7 million (₹901.6 crore) were received between April 2006 and March 2010 – comprising 0.21 percent of the total FDI inflows during the period from single brand retailing. FDI inflows of USD 1.78 billion (₹7,799 crore) were recorded for the period from April 2000 to March 2010 from the cash and carry business, comprising 1.54 percent of the total FDI inflows. But with FDI in the front end still barred, and with Carrefour now logging in, wholesale appears to be the place to be in – for now.

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The Unconventional Independent

Under Ring Bros. Marketplace's unique model, each department operates as an independent business in itself.



Ed Ring, owner, Ring Bros. Markets

By Joseph Tarnowski

Ring Bros. Marketplace, based in South Dennis, Mass., is as independent as an independent grocer can get. Not only is the store privately owned and operated, but it's also made up of six individually owned businesses, which function as separate business units that individually manage the company's various store departments.

Although the unique setup might sound complex, it's actually a seamless mechanism that makes it difficult to distinguish where one ends and another begins. Indeed, elements of each function as a well-oiled machine and permeate every corner of the store, in the form of sampling stations, cross-departmental meal solution promotions, cooking demonstrations and seven large flat-screen TVs.

These businesses comprise Ring Bros. Markets, which is not only the flagship store's namesake, but also an organisational structure in which each department "specialises" in its respective domain: fresh produce, dairy and grocery items; Harney's Liquors, which offers wines, craft brews and top-shelf liquors; Dark Horse Beef and Deli, which features a selection of all-natural beef, chicken, cheese and deli products; Nata's Noodles and Montilio's Express offering desserts, freshly made pasta and prepared gourmet foods; Spinner's Pizza & Burrito, where gourmet pizzas, burritos, take-home meals and homemade desserts are available; and Chatham Fish & Lobster, which sells fresh-caught fish (many right from the Cape), shellfish and lobster.

With industry roots that date back to 1925 in Salem, Mass., the third generation of Ring brothers, led by Ed Ring, moved the business to Cape Cod in the early 1970s, finally settling into its current location in 2002. Ed Ring expanded the business in the 1990s, creating a specialty store, Broadway Marketplace, near Harvard Yard in Cambridge.

A New Concept

"I guess you can call me the innovator of the concept," declares Ed Ring, who recalls arriving at the idea for his grocery company's unique model about 15 years ago in Paris, where there were all of these individual markets. Here was a bakery, across the street was a meat market, next door was a cheese market. It was common to find them as separate boutique stores located near each other, each with their own look and feel. Some traditional supermarkets try to do this with store-within-store concepts, but unfortunately don't quite pull it off – at least not authentically.

"Not long after my Paris trip, an opportunity opened up in the Cambridge area," Ed Ring continues. "I signed a lease in the store, and then handpicked the best local businesses to come into the store with us."

Based on the model's success, he replicated it when an opportunity arose in Cape Cod. "I'm the manager of Dennis Management Co., which actually controls the store and is the vehicle to pay the rent, distribute



Ring Bros. prides itself on offering products shoppers will not find at traditional supermarkets – particularly the chain supermarket that has a store right across the street.

the money and so forth," explains Ed Ring. "I'm the owner of the market part of the store, and there are six owners total – all handpicked." [Since the interview, Marc Reingold, owner of Harney's, has been made manager of Dennis Management Co.-Ed.]

While the operation has enjoyed success since early on in the life of the business, it's no easy task. Keeping the momentum going means that the business must recreate itself every day, according to Ed Ring.

"We've made many improvements over the last couple of years," he explains. "We just restructured our entire front end. We had four registers, now we have six; we spent \$150,000 on a new front end system, which has dramatically improved

our efficiencies. We just put in several flat-screen TVs throughout the store." Heeding the timeless retailing adage that if you're standing still, you're going backwards, Ed Ring says it's paramount to keep pace with evolving consumer expectations: "I don't want to look dated. I need to be 2010 – I can't be 2003. We have a full-time maintenance associate – not many single-store independents have that. He keeps the store shining, pressure washing, painting," and generally maintains the store's many moving parts in pristine condition. "Your store can never look tired."

While Ed Ring's "personal" portion of the business accounts for approximately 40 percent of the store's sales, it's by no means a traditional grocery department. To the contrary,

its grocery offerings consist of about 20 percent mainstream products, with the remaining 80 percent comprising unique and specialty items that the store receives via UPS deliveries several times a day. Ed Ring prefers to do business with suppliers that support the nontraditional business model with regular product demos and participation in the store's many themed events.

Perfecting the Core

The store was profitable almost from year one, and the driver of this success, according to Ed Ring, is how the business model allows the various sub-businesses to focus strongly on their core competencies. "When the fish guy opens in the morning, all of his energy is into making the fish look good," he says. "Same with the meat guy – everyone is totally responsible for their own product and department. It's a little different from a traditional supermarket, where you have a manager rather than an owner doing it. When you have an owner doing it, they have more vested in the department's success."

Tying the departments together are Pat Ring, son of Ed Ring, who serves as the store's buyer and operations manager, and Donald Fallon, the store's general manager, who, in addition to managing the front end, handles the store's marketing and promotions, including cooking demos (Fallon attended the Culinary Institute of America). Together, the pair handles everything connected with running the business, so the individual owners can do what they do best: sell their products.

"We've gotten to the point now where it's really automatic," says Fallon. "Pat Ring will send me a list of things that he wants to have sampled out, and a schedule of promotions and events, and I'll work with the various owners to assemble everything that's needed, and do it. Generally, when it comes to the demos, I try to use ingredients that I know are going to be in the store seasonally, that we're always going to have on hand. For example, I probably wouldn't do something with rabbit, because we're very rarely going to have rabbit in the store. But if there's something special that we want to do, such an Oktoberfest, Pat Ring



Well spread

Led by honey, the modern spreads market, which stood at ₹450 crore in 2009, is expected to grow at a CAGR of 12 percent to reach ₹800 crore in 2014.

By Naveen Varma Datla

With urban India undergoing rapid socio-economic changes, and more women joining the workforce, it is but natural for our eating habits to witness changes, too. Take, for instance, our breakfast. The traditional Indian breakfast – dominated by chapatis, parathas, dosas and idlis, among other dishes – is gradually giving way to modern, convenient breakfast

options such as bread & butter, jams, omelettes, cornflakes, cereals and juices.

In this changing scenario, spreads, which include jams, honey, peanut butter and chocolate spreads, provide a quick way of creating personalised options for individual family members. Spreads are, thus, growing in popularity and becoming standard accompaniments, along with chutneys and pickles, on a breakfast table even for traditional items.

According to Datamonitor estimates, the modern spreads market in India was valued at around ₹450 crore in 2009 – honey, a leading category in this market, contributed ₹220 crore to the sales in 2009, followed by jams and preserves, which contributed ₹210 crore in the same year. The spreads market is expected to grow at a CAGR of 12 percent during the 2009-14 period to reach around ₹800 crore by 2014.

Honey on My Plate

In India, honey is perceived as a natural product with several health benefits. Traditionally, it has been used to provide nourishment to skin, cure sore throat and provide resistance from infections, among other things. However, the use of honey as a food item remains limited to upscale urban consumers who have adopted it due to its health attributes. The primary factor for the low penetration level of honey is lack of awareness about its consumption



options and high prices. Consider this: honey is priced at around ₹250 per kg, while its closest substitute, sugar, is priced at ₹40 per kg which rules out honey as a natural sweetener.

Understanding the reluctance of consumers to spend over five times the cost of sugar for a sweetener, though, manufacturers have been looking at ways to introduce consumers to the taste and benefits of this natural product. One way they are trying to woo the customer is by introducing smaller pack sizes. Several companies are now offering SKUs of 50-100 gm, which are priced at ₹20-40, bringing it within the reach of the average family basket.

Dabur, a leader in the category, has launched several campaigns to position honey as a replacement to sugar. The campaigns are specifically designed to educate Indian consumers on various health benefits of honey and to introduce them to new ways of consuming honey. For Dabur, Bollywood actor Amitabh Bachchan and youth icon Mahendra Singh Dhoni are acting as brand ambassadors to carry their message to the right consumer segment. Following the lead of such brands, retailers have also started stocking their shelves with their own private label honey offerings, mostly in the mid- and low-price range. On the premium end, retailers are stocking

Evolution of honey usage in India

Traditional	Medicinal	For common cough and cold and other basic complaints
	Religious	In rituals for preparing prasad and offering to deities
Sugar substitute	Commercial	Substitute to sugar in Indian sweets, ice creams, desserts and biscuits
	Non-commercial	Substitute to sugar in milk and other beverages such as tea and coffee
Food accompaniment	Substitute for traditional items like chutney	As a spread on bread, chapati
	New-age usage	As a dressing on fruit salads and baked goods such as puffs and pastries
Targeted nutrition	Specific age group	Children or pregnant women
	Specific health concerns	For diabetic- and immunity-related symptoms

imported products from countries such as Australia and Sri Lanka, along with domestic offerings from regions such as Kashmir, which assures purity and unique natural taste of the specific country/region.

According to Datamonitor, the honey category grew by around 15 percent during 2008-09, mostly due to the increase in awareness about honey products and their usability. The category in India is expected to value around ₹340 crore by 2014.

Banking on Health Benefits

While companies continue to market their products with promised health benefits, a research by the Centre for Science and Environment (CSE) revealed that several branded honey products in India contained antibiotics, which if consumed for long could lead to health problems. This, along with the ban on import of Indian honey by the EU in 2010 due to presence of antibiotics and heavy metal residues, has dented the reputation of the Indian honey industry. The domestic market, though, is expected to remain buoyant as there are no strict food quality standards for honey products in India. Players in the market claim antibiotics are natural; however, the government food

safety agencies are trying to set quality standards on honey products. Once available, this new standard is expected to provide some assurance to Indian consumers and help build a better image for the Indian honey industry internationally.

Jams on the Highway

Jams and preserves consumption is mostly related to the bread-eating habit of the Indian family. As India has a per capita bread consumption of merely two kg, unlike countries, such as the UK, which traditionally consume bread regularly and have a much higher per capita consumption at around 44 kg, jams and preserves have not done very well in India so far. But as they are increasingly being used to prepare sandwiches or other quasi meals, and sometimes consumed with even traditional food items, the category is seeing a healthy growth; estimated at around ₹210 crore in 2009, the category has been witnessing a 20 percent year-on-year growth since 2007.

HUL's Kissan brand dominates the jams and preserves category. The brand's long association with Indian consumers, along with a strong distribution network across India, is the key factor behind its success. Besides Kissan, other known names in the jams category are Sil and Tops.



Examples of recent launches with pack size of 100 grams and under

Product Name: Beerenberg honey

Product Description: L-Comps & Impex Pvt Ltd has newly introduced 'Australian Honey' in India. The product is marketed under the brand name 'Beerenberg'. It is presented in a glass jar of 28g priced at INR 30. The product is promoted as suitable for vegetarians.

Product Name: Shreejee Honey

Product Description: Shreejee Honey is newly launched in the India market by Shreejee Madh Traders Touted on the pack as "Agmark Grade Standard", this product is presented in a 50g glass bottle pack retailing for INR 22. It is also available in glass jars of 200g and 500g sizes.

Product Name: Heritage pure honey

Product Description: Heritage Foods India Ltd has introduced new Pure Honey to consumers in India, under its brand name 'Heritage'. It is stated to be pure and healthy with a natural flavour and colour. It is offered in 100g jar priced at INR 20.

Inflation: Costs taking a hit!

Topline: Will shoppers trade up?

Private labels: What next?

2010

Bottom of the pyramid: Go rural?

Meal solutions: Yes or no?

Hindsight Intelligence

The big trends in the Indian food and FMCG sectors emanating from 2010 – and what they mean for the future.

Ruchika Chawla and Rahul Ashok

Stepping into the next decade, the Indian market is taking along significant changes in the consumer attitude towards packaged goods, increased product choice and fleeting brand preferences. Besides, a wave of health consciousness has begun to guide the purchase decisions of Indian consumers at one or the other level.

Given the quick post-slowdown bounce-back by Indian consumers and aggressive investments by domestic and international companies alike, the years to come are likely to witness a plethora of product launches, constantly evolving consumer spend and a dynamic marketplace throwing numerous challenges.

As we enter this new year – 2011 – with high hopes and renewed vigour to face any challenges on the growth path, let us have a look at some of the key trends that shaped the FMCG market in 2010, and the prospects for the years to come.

Surprise, Surprise

One of the most noticeable and reassuring trends in 2010, which would continue to have a lasting impact on the FMCG market over the next couple of years, is the willingness of Indian consumers to trade-up to more expensive products in several categories. While this can easily be attributed to macro indicators such as increased workforce participation, rising pay packets and the resultant disposable income, what is really adding momentum to the trend is the fact that households in the income range of ₹2-9 lakh per annum (which constitutes India's middle and upper middle classes and accounts for over 60 percent of households in the country) are poised to grow the fastest among all income brackets. Also fuelling this phenomenon is the rising participation of women in India's labour force, higher education and awareness levels and their more proactive role as caretakers of their family.

In this process, products offering tangible benefits, but priced slightly

higher than the products in the generic category, are witnessing good traction among urban as well as rural consumers. This is especially true in the case of products that help enhance everyday energy, vitality and appearance, in both F&B and personal care. Examples include even basic categories such as oils, atta, soaps and biscuits, apart from relatively new product categories such as cereal bars, sports drinks and shower gels, which have greatly benefited from this trend over the past year.

The New 'Rulers' of Shelf Space

Led by decommo-ditisation of products in categories such as staples, the private label growth story in India has spiraled further upwards over the last year, with stores stocking up more aggressively on their own brands of soups, juices, cornflakes, cookies and personal care, among other products. Although private labels still account for a small portion of the total modern retail sales in India, the demand has increased by 30-40 percent in 2009-10. This has resulted in private labels commanding a larger shelf space as compared to the 5-6 percent of the total product mix they contributed to in any typical large-format modern retail outlet.

Fighting the critique that private label FMCG brands were mere lower-priced copycats, several stores have, over the last year, matched up to national brands in terms of quality and price points. The key difference, though, is that the value proposition of national brands is built up essentially through mass media, whereas private labels rely largely on in-store

media space – giving a cost advantage to the retailer's own brands.

That said, the sustainability of R&D to ensure innovation is on track – with respect to meeting the constantly evolving needs of the Indian consumer – is something retailers need to work on. This is important in order to ensure that retailers don't end up losing out on a potential share of the market, which lies just above the threshold of acquiring a new consumer base for the category.

Another thing to watch out for would be the sustainability of the edge that retailers have developed in non-food categories, including household care, where the market is less fragmented with respect to national brands that have a pan-India presence.

Up, Up and Away

Food inflation remained high in the year 2010 and became a part of the economic trends of growth; welcomed or not. With the last quarter of the calendar year witnessing rising onion and tomato prices, a major drawback of the country's inflation control strategy was that it continued to consider inflation as a seasonal and temporary problem. As explained in 'Realising the Objective of Stabilized Inflation', a paper by ASSOCHAM, in 2011, food inflation may continue to trouble the government and put pressure on the manufacturing sector due to hyperinflation.

Throughout 2010, monsoon failure was dubbed as the main cause of inflation. Similarly, above average

rainfall was interpreted as the end of the hyperinflation era. In reality, besides domestic climatic conditions, external market conditions, logistics deficiency, hoarding and ineffective agriculture policy were the major causes of inflation this past year.

Last year's food inflation can be seen from two angles – one, there was a shift in income brackets with the growth of the middle class as a result of industrialisation and growth of services raising demand pressure; and two, the gap between producer prices and consumer prices was widening with retailing at the consumer level a highly profitable job as demand pressure increases, as explained by the Chamber Secretary General D S Rawat.

On a closing note for 2010, wholesale food inflation for the week ended December 18 touched a 10-month high of 14.44 per cent as vegetables, particularly onion prices, soared.

Wholesale food inflation, as measured by the Wholesale Price Index (WPI), had re-entered double digits at 12.13 per cent in the week ending December 11, 2010 and had stood at a 20-year high of 21.29 per cent during the corresponding period in 2009.

Will 2011 be entered with inflation as the main course...that will be answered quickly enough.

Apple-Dapple

The year 2010 saw a scramble among several Indian FMCG brands to aggressively position their





Rising to the occasion

Will cultural shifts in the Indian food platter drive a rise in packaged cake sales?

By Juhi Sharma

In the last decade or so, this country – with a booming economy, rising consumer spends and increasing globalising tastes, among other factors – has witnessed many socio-cultural changes. In such a state, it is but obvious to expect some changes in how we consume, and this includes our desserts, too.

So, not surprisingly, traditional Indian desserts are gradually giving way to modern, packaged items such as chocolates, candies, and, not to forget, cakes.

In fact, cakes are increasingly becoming indispensable for any occasion – birthdays, weddings and anniversaries, farewell parties, corporate achievements, Independence Day celebrations – or even ‘no occasion’. While some may call this an impact of ‘Western influence’, the fact remains that with their mouth-watering flavours, along with the unique and custom-made shapes and sizes in which they are available, cakes have a distinct advantage over their traditional as well as other not-so-traditional rivals.

Euromonitor International, a global market research company, says while traditional sweets such as *gulab jamun*, *soan halwa*, *laddu* and *barfi* continue to hold the major share of Indian consumers’ palates, there are signs of encouraging demand for cakes. It also estimates that cakes, both packaged and artisanal (un-

packaged), have registered a healthy growth of around 70 percent between 2005 and 2010.

While freshly baked cakes have visibly become an integral part of ceremonial occasions, particularly birthdays, weddings and anniversaries, the ready-to-eat (RTE) packaged cakes such as bar cakes, cake rolls, cup cakes and muffins are increasingly being consumed at homes without any occasion, too.

Agreeing that the consumption of cakes, specifically RTE cakes, has increased, Deepak Awatramani, MD, Diät Foods India, says, “The consumption of cakes has increased steadily over the years, but it still holds a very small market share. Earlier, cakes were consumed occasionally, but now specially packaged cup cakes and muffins are consumed as snacks and during breakfast.”

On the consumption pattern, Mohit Khattar, MD, Godrej Nature’s Basket (GNB), explains, “Today,

consumers are spoiled for choice with several high-quality options available to them in the segment. Cup cakes and brownies have emerged big time as have donuts. The consumption of packaged cakes has become a fairly common habit among urban Indians.”

Explaining the reasons behind the increased consumption of cakes, Adhitya Nugroho, senior research manager, Euromonitor International, says, “Increasing consumer spend stemming from the strong domestic economy, rising sophistication and awareness of cakes, along with the increasing presence of boutique bakery specialists such as BreadTalk, Sugar & Spice across metropolitan cities, are driving the demand.”

“Additionally,” he reasons, “the Indian cuisine sees desserts widely consumed either after a meal or as a snack. Therefore, cultivating a habit of cake consumption is not a mammoth task, since single-portion, packaged cakes such as sponge cakes, butter cakes, swiss rolls from Britannia and Monginis are substitutes of traditional Indian sweets.”

The expanding presence of modern grocery retailers, supermarkets and hypermarkets, has also played a pivotal role in the distribution of packaged cakes across major Indian cities. “Manufacturers such as Britannia and Bonn leveraged on these modern grocery retailers to reach out to consumers in new areas, where it was previously a challenge to penetrate. The shopping environment also allows for an extensive spread of brand extensions and variants to be attractively placed on shelves as opposed to that of a traditional bakery

store or kirana shop, thus, helping to stimulate demand,” says Nugroho.

He, however, insists modern grocery retailers currently contribute a far smaller portion of cake sales compared to traditional retail formats, and with its projected expansion in the coming years, the demand for cakes will only grow.

What’s Selling?

Going by Euromonitor’s calculations, the overall cakes market in India, which was worth ₹8,178.9 million in 2005, grew 66.6 percent to reach ₹13,626.4 million in 2010. On segregating the category into two – RTE, packaged and freshly baked/artisanal cakes – it is revealed that the former sub-segment grew at approximately 73 percent (from ₹4,838.7 million in 2005 to ₹8,381.5 million in 2010) in comparison to the latter’s 57 percent growth during the same period.

The packaged cakes section offers cup cakes, cake chunks, cake bars or slices, cake rolls and muffins. From just offering chocolate and vanilla, the sub-segment has evolved over the years to offer a variety of flavours – cranberry, strawberry, cherry, hazelnut, orange, banana, walnut, fig and honey. Along with egg-based variants, pure vegetarian and egg-less cakes are also available in the market, catering to a larger spectrum of audience.

The packaged RTE cakes segment is highly fragmented into national brands, imported brands and numerous local or regional players.

Market share held by major players in the cake segment in India (in %)

Manufacturer	2009
Monginis Foods Ltd	9.5
Britannia Industries Ltd	8.6
Milka Nutriments Pvt Ltd	2.4
Farinni Ltd	1.4
Artisanal (unpackaged, unbranded)	38.8
Others	39.3
Total	100

SOURCE: EUROMONITOR



What's next

Editors' picks for innovative products



Chef's recipes in Kitchens of India

In an effort to bring the culinary expertise of five-star master chefs right into Indian homes, ITC Ltd has expanded its product basket with the launch of Kitchens of India Masala Mixes range. The new range is available in two vegetarian – Paneer Makhani and Vegetable Biryani Mix – and four non-vegetarian – Chicken Curry Mix, Butter Chicken Mix, Hyderabad Biryani Mix and Mutton Kolhapuri Mix – variants. This ready-to-use mix range, which is 100

percent natural and completely free of preservatives, is aimed at the time-pressed modern Indian woman. Priced at ₹35 for a 100-gm pack, the mixes will be available in leading modern grocery stores as well as *kiranas*. The cities on the distribution list currently include Mumbai, Delhi, Pune, Bangalore, Hyderabad, Kolkata, Ahmedabad and Chennai.

Light and lemony

Coca-Cola India has launched its ready-to-drink (RTD) iced tea brand 'Nestea' in India. The latest offering promises to refresh the consumer with its lemony, light flavour, allowing them to enjoy the delicious goodness of tea. The product is being rolled out in phases and has been made available to consumers through select channels and outlets in Mumbai. This will be followed by a pan-India launch of the product next year. In the initial phase, Nestea is being made available in lemon flavour in a 400-ml PET bottle priced at ₹25. It is targeted at energetic on-the-go young adults who are always on the lookout for naturally refreshing beverage options.



Defy gravity

Haryana-based Anukirti Natural Health Products Pvt Ltd (Natural People) has introduced 'Bounce' energy balls – delicious healthy snacks made from 100 percent natural ingredients – from Australia, in India. These balls do not contain artificial additives, preservatives or genetically modified ingredients. Bounce energy balls are available in several variants – peanut protein balls, almond protein balls, cashew and pecan balls, fudgie walnut balls and spirulina ginseng balls – in pack sizes of 40 to 49 gm for ₹139 each and in a box of 12 packs priced at ₹1,599. Bounce balls are available at leading grocery stores across the country.



Think local

Kurkure Desi Beats, an extension of PepsiCo Foods' Kurkure, has recently launched two new variants: Saucy Mirchi and Butter Chatpata. The new variants are predominantly made of corn making them lighter, crunchier and tastier. Saucy Mirchi is a tongue-tickling experience of chilli, combined with a hint of sweet juicy tang of tomato, and the Butter *Chatpata* flavour delivers a great chatpata experience with a buttery flavour. The new flavours of Kurkure Desi Beats will be available in two pack sizes of 18 gm and 45 gm for ₹5 and ₹10, respectively in food and grocery stores across the country.



In a healthy soup

Keya, a brand from Amalgam Speciality Foods India Pvt Ltd, has launched a range of exotic easy-to-cook soups. These soups are made from fresh and authentic ingredients hand-picked from farms across the globe. They come in 12 variants in a tamper-proof packaging sans preservatives, MSGs or trans fats. The soups are available in 180-ml "single serve packs" priced at ₹25 at leading grocery stores and hypermarkets across major metros and mini metros.



Vegetarian delight

South African vegetarian food brand Fry's has expanded its range of meat-like vegetarian products, which are prepared with soya and wheat. The three new additions are vegetarian chicken-style nuggets, hearty vegetarian cottage pie and vegetarian cocktail sausage rolls. The product range, distributed in India by Big Five Health

Foods (BFHF), is available at all leading food and grocery stores across major metros. Fry's microwavable snacks range is available in pack sizes of 380-450 gm with bio-degradable, microwave-friendly trays priced at ₹189-215.

