

PROGRESSIVE GROCCER

JANUARY 2012

AHEAD OF WHAT'S NEXT

VOLUME 6 NUMBER 1 Rs 100

INDIA EDITION

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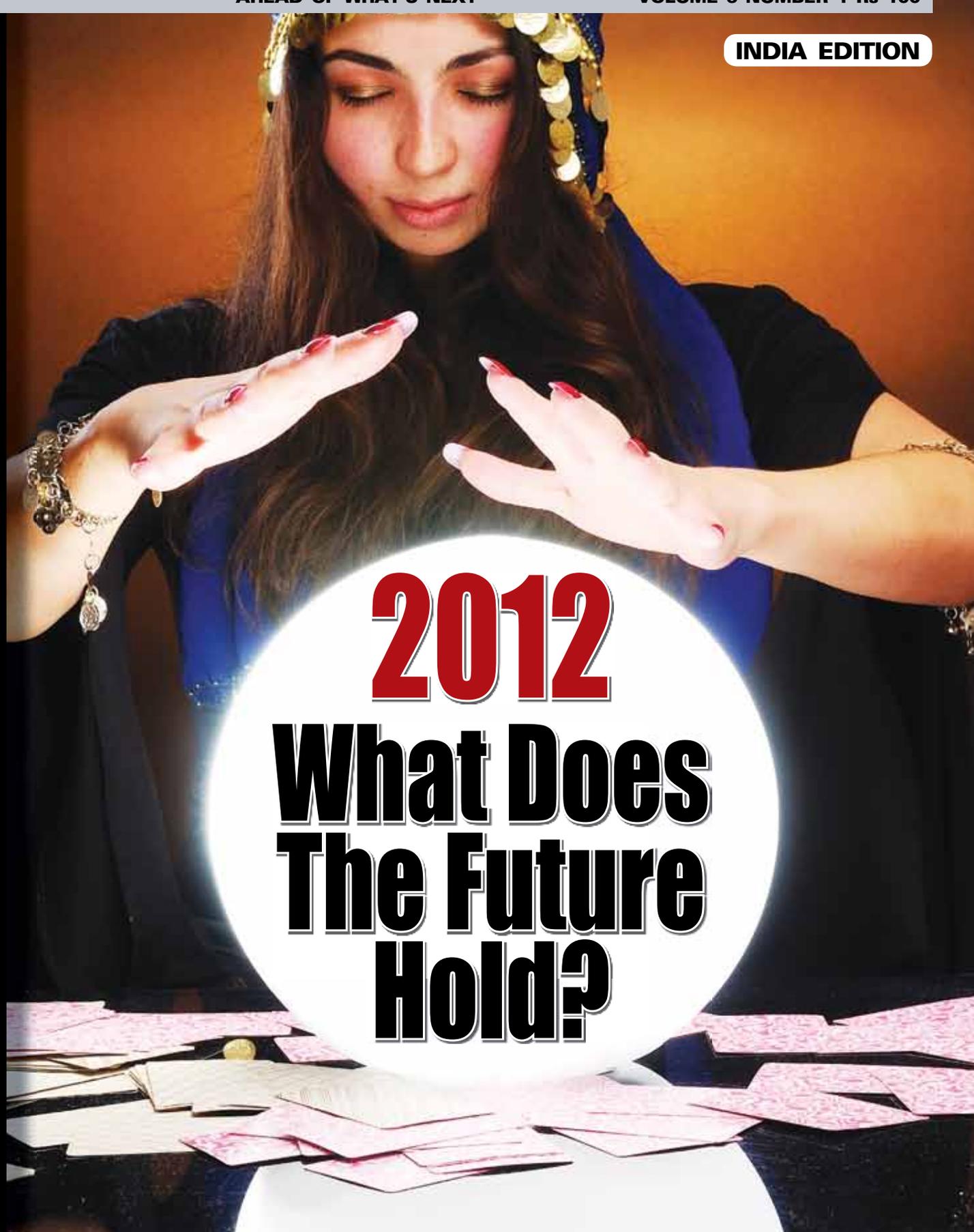


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2012
**What Does
The Future
Hold?**

EDITOR'S NOTE

Looking forward to the year ahead

Despite the FDI see-saw, and the ongoing inflation woes and worries notwithstanding, 2012 could be a promising year, especially for retailers in the food, grocery and FMCG businesses.

Although 2011 saw several acquisitions and mergers, some PE activity, and new product launches, it was more low key as compared with similar activities in the previous year, as companies concentrated on consolidating their businesses, maintaining cost-efficiency, and sustaining strong volume growth, especially on the face of inflation, and volatility in currency and other commodities. These companies also focused on expanding their presence in rural areas, and on the growing middle-class segment, a trend that will continue into the new year.

According to industry estimates, the Indian FMCG market is expected to grow at a rate of 10 percent over the next 10 years, and reach a size of Rs 4,13,000 crore by 2015. Modern trade will stand to gain the most as India's growing middle class will triple FMCG spending over the next few years.

This issue gives a peek into what the new year is likely to throw up. For instance, consumers can expect improved food quality and safety following the food safety legislation that came into force in 2011. Industry analysts predict that in the new year prices will continue to rise, albeit slowly.

Technology will serve as a market differentiator in the highly competitive retail environment. As the retail market evolves and becomes more crowded, IT optimization will be key to upgarding services, reducing costs, and being successful in the long term. Entry of

large international retailers will spur demand for high-tech services as they depend heavily on technology for their front-end and back-end store operations, including supply chains. So, IT optimization and effectiveness is an area most retailers need to focus on in 2012.

As regards e-retailing, 2011 was the year when online retailing took off in all seriousness, and more and more players entered this arena to connect with potential customers. It is envisaged that in 2012 India consumers will continue to turn to the web to shop for items, and retailers will further increase their online visibility through active marketing campaigns.

India's food, grocery, and FMCG sector is evolving fast, and is set to grow and develop over the next four to six decades, as consumers' spending power will increase appreciably. As more retailers enter the market and expand their operations, consumers' buying behavior and shopping habits will also change. So both new and established retailers will need to understand and re-asses local market dynamics, develop a robust infrastructure, including their supply chains, logistics, warehousing and cold storage facilities, establish formats, and look afresh at category management so as to meet the evolving needs of the consumers.

Wishing all of you a very profitably happy year ahead.



Amitabh Taneja
Editor-in-Chief

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East India Consumption

By **Sanjay Bakshi**

Eastern parts of India comprise of 12 states out of which 7 form a specific geographical block of North-Eastern (NE) states, namely, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim. The other five states of the region are Bihar, Jharkhand, Orissa, Assam, and West Bengal. These two blocks of states in the region have their own characteristics and features based on the demographics, culture, economy, and consumption. The diversified needs and demands of the people residing in this part of the country have been a challenge for the providers.

Due to geographical location and landscape, the NE states possess a unique identity in the geo-political spread of India. On the other hand, states like Bihar, Orissa, Jharkhand, and West Bengal fall in a special league, serving as an interface with rest of India. As of now, the NE states have had selective success in channelizing available resources to contribute towards the economic growth of the nation. However, availability of resources and focused objective-based state policy in

the near future can catapult the region's deserving share. The region occupies 20.6 percent of India's land area.

Population profile

As per census 2001, the 12 states in the region have 82 percent of the population in rural areas, and 18 percent in urban areas. By 2011, there might have been a slight change of a few percents only, but the rural population is still expected to outnumber the urban population.

The region's share in India's population is 26.1 percent with 31.56 crore people on an area of 6,78,322 sq.km. Orissa is the largest state geographically in the region with per capita income of Rs 36,923. Bihar, with the region's highest population of more than 10 crore, has the lowest per capita income of Rs 20,069, not only in the region but also in India. It also has the highest population density. The state with highest per capita income is Arunachal Pradesh with Rs 51,644, but the lowest population density of 17 persons per sq.km. Sikkim has the lowest sex

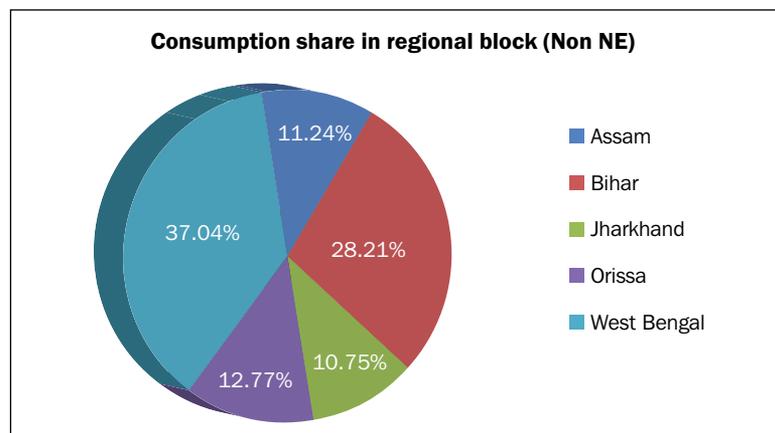
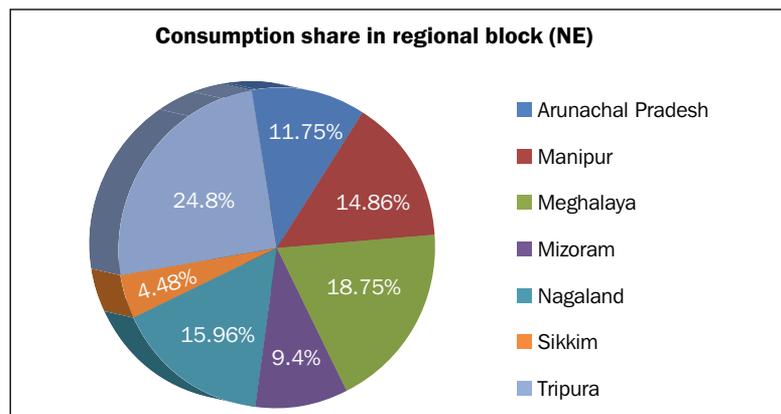
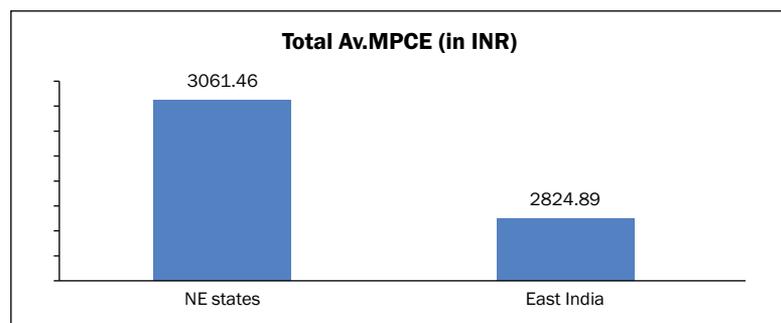
ratio with 889 females per 1,000 males, and Manipur has the highest sex ratio of 987, closely followed by Meghalaya with 986.

Population in East India at a glance						
States	Population	Male %	Female %	Density (per sq km)	Area (in sq km)	Sex Ratio (females per 1000 males)
Arunachal Pradesh	1,382,611	52.1	47.9	17	81,330	920
Manipur	2,721,756	50.3	49.7	122	22,309	987
Meghalaya	2,964,007	50.4	49.6	132	22,455	986
Mizoram	1,091,014	50.6	49.4	52	20,981	975
Nagaland	1,980,602	51.8	48.2	119	16,644	931
Sikkim	607,688	52.9	47.1	86	7,066	889
Tripura	3,671,032	51.0	49.0	350	10,489	961
Assam	31,169,272	51.2	48.8	397	78,512	954
Bihar	103,804,637	52.2	47.8	1102	94,197	916
Jharkhand	32,966,238	51.4	48.6	414	79,629	947
Orissa	41,947,358	50.5	49.5	269	155,938	978
West Bengal	91,347,736	51.4	48.6	1029	88,773	947

SOURCE: CENSUS 2011

Consumption

As per the recent figures declared by National Sample Survey Office (NSSO) on monthly per capita expenditure (MPCE), the average rural consumption of East India is higher by 5.2 percent than the All-India figures. But for urban areas, it is down by 13.5 percent. Interestingly, on comparing the averages of NE states with overall East India, the rural average of NE states is higher by 15 percent and by 4.1 percent for urban consumption.



Av. MPCE (in INR)	NE states	East India	All-India
Rural	1274.08	1108.16	1053.64
Urban	1787.38	1716.73	1984.46
Total	3061.46	2824.89	3038.10

SOURCE: NSS 66TH ROUND; IRIS ANALYSIS

If we split MPCE into food and non-food items, then 57.6 percent of rural expenditure in NE states is spent on food items, and in total East India the spending on food is 59.4 percent. Similarly, in urban consumption, the corresponding figures are 49.7 and 49.9 percent. Broadly, in the urban monthly expenditure of East India, the share of food and non-food is almost same, that is, close to 50 percent each.

Rural Av. MPCE (in INR)	NE states	East India	All-India
Food Items	734.05	658.61	600.36
Non-food Items	540.03	449.56	453.29

SOURCE: NSS 66TH ROUND; IRIS ANALYSIS

However, on an all-India basis, the rural average monthly consumption on food items is 56.9 percent and on non-food it is 43.1 percent. For urban, it is 44.3 percent and 55.6 percent, respectively.

Urban Av. MPCE (in INR)	NE states	East India	All-India
Food Items	889.40	856.81	880.83
Non-food Items	897.98	859.92	1103.63

SOURCE: NSS 66TH ROUND; IRIS ANALYSIS

The contribution of NE states to overall East India consumption in value terms is 5.91 percent, and the remaining 94.09 percent comes from other states in the region. Among NE states, Tripura with the highest population has the highest annual consumption of more than Rs 5,000 crore (est). Sikkim, with the lowest population number, has an annual consumption of more than Rs 1,000 crore (est). However, Bihar is the highest populated state in the entire eastern region with an annual consumption share 23.8 percent lesser than that of West Bengal - the highest in non-NE block. The lowest contributor amongst other states in annual consumption is Jharkhand with a regional share of 10.1 percent.

10 FOODS To Watch

HEALTH SNACKS

We are natural munchers: from chewing gums and paan to pakoras, batata wadas, chaklis and chaats, all these snacks co-exist happily with potato wafers, biscuits, and popcorn. The habit of endless snacking in-between meals, while watching tv, in office, while standing at street corners, while reading has given rise to a whole new food industry for packaged snacks, which is currently pegged at Rs 3,000 crore, and growing at 25% year-on-year. The country's annual average per capita snack food consumption is 500 gm, with urban consumption outstripping rural by a ratio of 10:1. Western India is the top snack consuming region followed by the North.

However, Indian consumers are becoming increasingly interested in products which will help them to snack smart, that is, healthily, but without killing the taste. Cashing in on this trend, brands are now offering snacks with claims of low fat and low calorie, and communicating the health benefits through the labeling on the packets.

Potato-based snacks, in particular potato chips, are the largest product segment, with an 85% share of the salty snack market, followed by snack nuts, chickpeas, and other pulse-based savories. Cereal bars currently at Rs 450 crore, and comprising 15% of the entire snacking category, are among the fastest growing, and likely to touch Rs 100 crore in three years. The "snacking and grazing" consumption behavior is being driven by the availability, portability, and the hygienic factor of packaged snacks. Organized retail chains are

also seeing a high demand for popcorn, diet snacks (soy nuts, bread sticks), breakfast cereals, baked and roasted snacks, specialty breads, chocolate coated and cheese snacks.

Players to watch: GSK (Horlicks Nutri Bar), Naturell (RiteBite), Parle Agro (Hippo), PepsiCo (Aliva), Britannia (Nutrigo Multigrain Thins), Parle (Monaco Smart Chips), Marico (Saffola Zest), Haldiram's, Diat Foods, ITC (Bingo), Shahi Foods.



BREAKFAST CEREALS

From the all-time breakfast-time faves such as aloo parantha, upma, idli, dosa, poha, and puri bhaaji, etc, attention is shifting to



oatmeal, porridge, cornflakes, bran, and muesli, all of which are being touted as healthy and functional foods. They are a combination of convenience, health, and taste.

The Rs 500 crore breakfast cereal market in India is set to be the most lucrative investment destination for breakfast cereals, and is already seeing several new entrants. Oats, for instance, as a category within breakfast cereals,

though small at Rs 120 crore, is growing at 25% yearly. Cornflakes, a Rs 400 crore segment, and growing at 20% yearly, comprises the bulk of this segment.

Players to watch: Britannia, Nestle (Nesquik, Cheerios and Cookie Crisp), Kellogg's, PepsiCo (Qaker Oats), Bagrry (HealthyCrunch), KCL Foods (Murginns), GlaxoSmithKline (Horlicks Oats), Dr Oetker, Marico (Saffola Oats).

READY-TO-EAT / COOK

From authentic vegetarian rajma chawal and kadi chawal to the non-vegetarian chicken chettinad and biryani, to halwas and gulab jamuns, retailer shelves are overflowing with these convenient ready-to-eat foods. Simply open a "keep fresh" packet, microwave and eat. Ideal for the busy, the lazy, and the novice in the kitchen. Look out for samosas, paranthas, chapattis, rice, rotis, ragi rotis and appams too.

Packaged food can be classified into two broad categories: shelf stable packaged food and frozen packaged food. Prepared with a unique food processing technology, and packaged for a shelf life of 12 months from the date of manufacture, these



foods have become a hit with urban consumers. About 30 million are already consuming packaged food, and 200 million more are projected to do so by 2015, when the ready-to-eat market will grow to US\$ 727.09 mn from the current US\$ 32.09 mn.

Globalization has been the primary catalyst for the growth of this food segment, which is set to see a host of new offerings. RTE foods in hygienic, nutritional, and attractive packaging will emerge winners. Innovative flavors and new tastes and an affordable cost will be the growth factors.

Players to watch: ITC's Kitchens of India, Moti Mahal Delux, MTR Foods, Kohinoor, Tasty Bite Eatables, Haldiram's, Shakti Bhog Foods, Veetee Fine Foods, Bector's Food Specialities, HUL (Knorr), Darshan Foods, John Keells Foods India, Godrej Tyson (Yummiez), MTR Foods.

PACKAGED MEAT, POULTRY & SEAFOOD

The convenience and hygienic factors of packaged poultry cannot be denied. This is encouraging the manufacturers to offer a wider range of processed, packed, convenient, ready-to-eat, and ready-to-cook meat products in specialized packaging, depending on the processing techniques and storage conditions. From fresh to cured meat, from pork to poultry, the purpose of packaging is to offer the products in the most attractive form, while maintaining its quality.

Frozen meat may be in the form of chunks, minced, or various cuts. Retail cuts of fresh meat are generally placed in rigid trays of expanded polystyrene or clear plastic trays, over-wrapped with transparent plastic films. The advantages of using these trays are that they are non-absorbent, and aesthetically appealing. Other forms of packaging are overwraps, shrink films, MAP and retort packaging, all of which impart barrier properties and aesthetics to the packaged product.

Patties, sausages, samanis, nuggets, and meat balls are packaged in pouches made of polyethylene, polypropylene, PVDC, rubber hydrochloride etc, for short-term storage testing for 10-12 days at 4°C. Products like corned beef, corned pork, meat gravies, meat soups, liver sausages, chicken curry, boneless chicken, etc, are hermetically sealed and cooked to make them commercially sterile for long-term storage at room temperature. Metal containers are used for this purpose as canned meat products are shelf-stable for a number of years at room temperatures. Tinsplate, which is mostly used to pack these products, has a coating on the inner side of sulphur-resistant lacquer. Shallow drawn aluminium cans with internal lacquer are also used to pack some products.

Players to watch: Venky's, Godrej Tyson (Real Good Chicken), Darshan Foods, Republic of Chicken, West Coast, Suguna, Al Kabeer, Bell Foods, Frigo Refico Allana, BMS Enterprises, Bromark, Resources Intl.



A Smorgasbord of Food Cultures



● SUSTA pavillion



● Cakes and pastries at Dabon International



● Australia pavillion with several companies



● Regional brands showcased at MOFPI



● A demo at West Coast Fine Foods



● Over 138 exhibitors from 17 different countries



● Tree of Life exhibited a wide range of brands and products



● Foods and Wines from Spain



● The Connoisseurs with their range of frozen foods



Domestic and international companies from the retail, foodservice, and hospitality industries, shared exhibition space with established and potential players, along with new entrants, at the first edition of Fine Food India

By Juhi Sharma & Annie Johnny

The recently held 2011 India edition of Fine Food was greeted by a lot of expectations from a diverse mix of 138 national and international exhibitors from 17 countries. The three-day extravaganza of food and drinks that took place at Pragati Maidan, New Delhi, from 5 to 7 December, emphasized the motto “For the Industry. By the Industry,” as the industry players came out in full force with no less than 3,445 attendees.

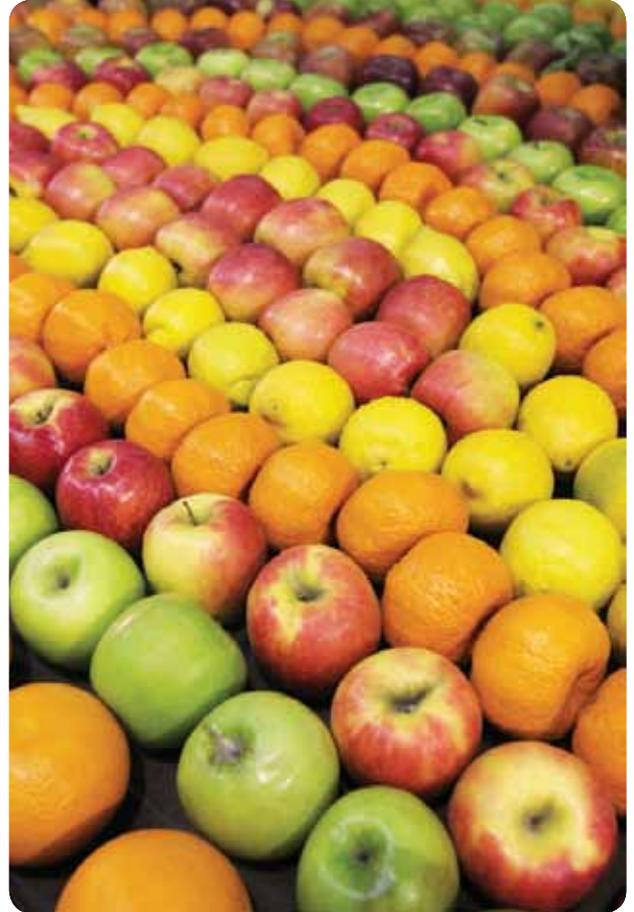
Fine Food India is the country’s latest international food, drink, hospitality, bakery, equipment trade event for the retail, foodservice, and hospitality industries. It saw participation by some prominent exhibitors from France, Spain, USA, Australia, China, Russia, Malaysia, Thailand, Poland, Mexico, Pakistan, Iran, Chile, and Italy, besides India.

Wines were visible in large numbers (almost 25 producers, according to the organizers, Diversified Communications India)



Picking Up The Pace

***PG's* annual "state of the retail produce department" study finds value-added and organics on the rise as more consumers heed the call for increased fresh fruit and veggie consumption**



With consumer interest in better dietary choices continually on the rise, the produce department has become a must-stop during most shoppers' visits to the supermarket — a trend that bodes well for most retailers, which remain immersed in a battle to elevate sales amid higher wholesale and retail prices, fluctuating energy prices, and lingering inflationary pressures.

Yet while more Americans were heeding the call to increase their intake of fresh fruits and vegetables, with the bulk of related purchases primarily generated in traditional supermarkets, the pesky economic backdrop again played a significant hand in curtailing the full potential of the dynamic gains generated in the average retail produce department during

the past 12 months, according to information revealed in Progressive Grocer's 2011 Produce Operations Review.

Providing a snapshot of the foremost issues the average U.S. retail produce director contends with on a daily basis, PG's annual "state of the retail produce department" study is based on the collective input of a cross-section of retail executives with authority for the produce category who were polled in August 2011. In addition to tapping the input of retail produce category officials from around the country regarding comparable 2010-11 estimates for a variety of operational areas affecting the department, the annual produce department benchmarking study also solicits projections of what's expected to unfold in retail food stores' produce departments for the balance of 2012.

This year's annual retail produce survey is again enhanced with supplementary category insights from The Perishables Group, a Chicago-based consultancy specializing in fresh food category management and marketing. Data is for the traditional supermarket channel only, representing 63 percent all commodity volume (ACV) and approximately 13,000 stores. It does not include Walmart, club stores, small independent chains and alternate retailers such as Whole Foods and Trader Joe's.

Among the key highlights of this year's produce survey, year-to-year total produce department sales, which maintained their average 12 percent of the total store pie, rang up \$50.2 billion vs. \$49 billion a year ago — good for a 2.4 percent gain from 2010 to 2011, driven in part by a 1.5 percent increase in store count.

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- Private label / Packing undertaken for Institutions

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- Product Customization undertaken

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