



20

2015 RETAIL OUTLOOK

At the close of another fascinating year for supermarket industry observers in the US, it's an opportune time for Indian retailers to take a closer look at what might shake out with the in-store experience in the next few years, which will largely be dictated by strategies guided by technology



30

PROFILE

AI Licensing is partnering with Indian food and FMCG brands to generate innovative marketing pitches

32

RETAILERS: DEDHIA MY NEEDS

Two brothers undertake a stunning retail modernisation programme

36

RETAILERS: DIRECT2U

Manoj Satia outlines the realities of modern food retail in India

50

CATEGORY WATCH

Demand for edible oils is rising due to cross-functional benefits in healthcare and wellness



Suppliers

40

YOURS FOOD

A young entrant in the biscuits has big plans

42

SHUBH FOOD PRODUCTS

Gaurav Gambhir is taking this leading hing manufacturer and supplier to new heights

44

DS GROUP

O P Khanduja unveils new marketing plays for Catch and other portfolio brands

48

KERALA CASHEW

Value added products from Kerala offer both function and form



52

MARKET WATCH

Apiculture is transforming entire communities in Kerala, as beekeepers innovate for growth



56

FRESH FOOD

As consumers get more discerning about nutritional benefits of packaged food, the baked food category rises to meet the challenge



60

FROZEN FOOD

Demographics, demands for added value driving design of packaging for refrigerated and frozen foods in the US



64

IN-STORE

Mobile merchandisers put the right products in the best traffic patterns for increased sales



66

TRENDS: CONSUMPTION

As 2015 dawns, Canadean forecasts the top trends which will influence consumer behaviour during the year, and provides an insight into how manufacturers and marketers can target these evolving consumer needs to drive sales over the next year

72

TRENDS: HR

Indian retailers are making seismic changes to their human resource practices to retain talent



Progressive Views

18

2015: GOOD DAYS ARE HERE...

Retailers are bouncing back with customer-centric strategies



80

TECHNOLOGY

US food retailers turn to workforce management technology to protect profits



10

MARKET UPDATE

What's new in the food business

82

WHAT'S NEXT

New products on the shelves

84

BUSINESS OPPORTUNITIES

Fresh avenues to expand and grow with suppliers and retailers