



**What JK Lifestore currently lacks in terms of size and scale, it more than makes up by holding on to its unique reputation in the Kolkata F&G market as a convenience store chain that can be trusted for its quality premium product assortment with an exemplary focus on providing everyday essentials across a fairly wide brand spectrum.**

## **40. Processed Food: Packaging Trends**

How candies, chocolates, coffee, chips and packaged food are able to retain the taste for a longer period of time.

## **42. Workforce Management**

A new survey highlights opportunities for retailers to improve training programs.

## **44. Column: Rural Retail**

How rural kirana stores will drive the next wave of consumer spending.

## **46. Plant Power: Proteins**

Why plant-based proteins are replacing meat-based proteins in consumer sweepstakes.



## **48. Technology & Innovation**

Google and the Future of Grocery Shopping.

## **50. Trends: Popcorn as an emerging popular snack**

India's gourmet popcorn market is poised to expand at a CAGR of 36% by 2022 with lots of new players entering the popcorn business.

## **52. Summer Solutions: Grilling**

Retailers expand and elevate offerings as peak grilling season arrives.

## **56. Food Safety**

Leading retailers discuss the keys to keeping food safe during the COVID-19 pandemic.

## **6. Market Update**

The latest news and industry report

## **13. All's Wellness: Current CBD Trends**

Despite a pandemic-related sales slowdown, this emerging category is still ripe for growth.

## **14. Paras Spices: Orika Brand**

Orika's range of Sprinklers gives people a delectable opportunity to explore unique cuisines like Vietnamese, Thai, Greek, Mediterranean, and many others.

## **22. Focus Feature - DAIRY**

Milky Mist and its products have created several exemplary benchmarks in the dairy business and the brand is contributing its fair share in growing the dairy ecosystem in India.

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## **26. Category Watch: Frozen Foods**

The frozen foods market in India is certain to improve on its above 15% pace of current CAGR growth in the future as well. The expansion in retail space, changes in our lifestyle and work environment, and more eclectic food habits are pushing the acceptance and demand for frozen foods.

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## **36. Special Feature: Food Staples**

As Covid-19 continues to rage in many parts of the world, consumer behaviour has undergone a major change: Shoppers have become more willing to spend in the name of value, health, and convenience besides also stockpiling specific staples and essentials, out-of-home/ on-the-go snacks, confectionery, and beverages.