

QSR Industry in India - SWOT Analysis



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Overview

The Indian Food Service Industry is thriving. Higher levels of disposable income among consumers have led to more adventurous tastes and a greater appetite for eating out in many areas of India. The fastest growing segment in the organized segment of the industry is the Quick Service Restaurants segment (QSR's). Presently, QSR business is growing at a fast pace in India. The industry which makes up 42% of the organized food services market is outpacing most modern food service formats.

With growing disposable income and changing dietary habits, the demand for fast foods and organized food chains is rising in India. International brands have enhanced their presence as have existing domestic ones and newer start ups seeding every day. Indian QSR industry currently pegged at USD 1.36 billion in 2011 is stated to grow at a CAGR of 35% to reach USD 4.5 Billion by 2015. With growing urbanization, rise in income levels and a young population, the QSR industry in India is in a sweet spot.

Scope of the report

- Industry at a glance
- Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

- Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth
- Get knowledge about the forte of the industry which will help it to ride in the lead

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OVERVIEW

SWOT ANALYSIS

STRENGTHS

1. Outsized Young customer base
2. Evolved eating culture

WEAKNESS

1. Lack of organized supply chain & infrastructure
2. Wedged in licenses & regulations
3. Occasion based rather than need based
4. Health issues

OPPORTUNITIES

1. Rising Middle Class
2. Emergence of Working Women
3. Surge in disposable incomes
4. Shift in spending pattern

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