Article published on June 22nd 2012 | Wine

Alcoholic beverages market in India is dominated by whisky; however, the white spirits market has been the fastest growing segment. Due to changing cultures, consumers are gradually opting to visit pubs and lounges more frequently. With a growth in young population in India, the youth is more inclined to drink lighter spirits which is spurring growth in white spirits such vodka, rum, gin and tequilla. Players in the industry are launching regular and premium brands to tap this potential and growing demand.

http://www.bharatbook.com/market-research-reports/food-and-drinks-market-research-report/white-spirits-market-in-india-2010.html

The report begins with an introduction section wherein the clear differentiation of the alcohol beverages in India has been shown with a focus on the white spirits category in India. This is followed by the market overview section providing the size of the Indian Made Foreign Liquor (IMFL) market in India with the segmentation in terms of market size and players. This is followed by the market overview of the white spirits in India providing the size of the market and projected percentage growth of this segment comparing it to other alcoholic beverages in the market.

The import and export figures of vodka have been highlighted including the market share of major countries. This is followed by a description of the segments of the white spirits market wherein the market size in terms of volume has been provided for the vodka segment. The key segments in the vodka market and their share has also been given. A brief description of the other white spirits is included and information regarding the major imported brands is provided.

An analysis of the drivers explain the factors for growth of the industry including rising income levels, changing lifestyles & higher acceptance, huge market potential, entry of international brands and growth in organized retail. The key challenges identified encompass high tax structure and improper regulations and advertising ban on alcohol. Key trends in the market have also been analyzed including innovative packaging and flavours, increasing joint ventures, rising mergers and acquisitions, promotional activities and launch of flavoured energy drinks.

The competition section provides an overview of the competitive landscape of the market with the share of players in the vodka market. A product portfolio matrix has also been illustrated covering all the players. It also includes complete profiles of the major domestic and foreign players in the market.

Industry Reports

For more information kindly visit :

White Spirits Market in India 2010

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

https://twitter.com/#!/bharatbook

Article Source:
http://www.articleside.com/wine-articles/white-spirits-market-in-india-2010.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
India, Spirits, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!