Article published on June 18th 2012 | Business

The Cold Chain Market in India has been growing consistently and has huge potential to grow in the near future, especially since now it has strong government backing. The cold chain market was valued at INR 89 bn and is expected to grow at a CAGR of 11%. Government backing will help boost the capacity creation for cold storages while new players are gradually venturing into the more profitable refrigerated transport services.

http://www.bharatbook.com/market-research-reports/infrastructure-market-research-report/cold-chain-market-in-india-2011.html

The report begins with an introduction to the cold chain market and its value chain. The market overview section provides an insight into the overall cold chain market, its market size and growth along with its segmentation. It further delves into the two segments â€“ surface storage and refrigerated transport â€“ providing an overview for both the segments. This is followed by a section on the development scenario of cold chains in India which covers investment opportunities, private participation and government initiatives.

An analysis of the drivers explain the factors for growth of the industry including growth in organized retail, shift towards horticultural crops, growth in processed food sector, demand from pharmaceutical sector and changing consumption pattern. The key challenges of the market include lack of logistical support, uneven distribution of cold chains, cost structure and power supply. Key trends in the market have also been analyzed which includes entry of foreign players, rail based reefers, cold chains facilities at airports and backward integration.

The competition section provides an overview of the competitive landscape in the industry and includes a brief profile of the major players in the market.Market Analysis

For more information kindly visit :

Cold Chain Market in India 2011

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/business-articles/cold-chain-market-in-india-2011.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, Cold Chain,Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders

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