

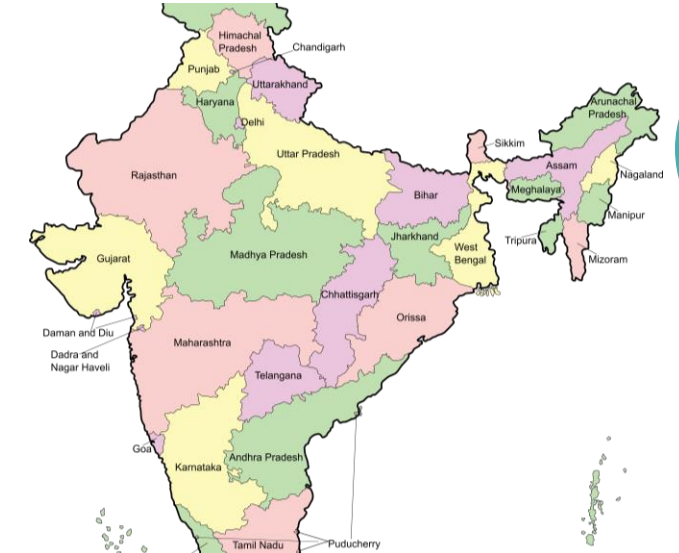
Insights of the Indian retail Market

- Introduction Katja Larsen and Silverspoon Consultancy
 - Current overview of the retail market in India
 - Current overview of the green retail market in India
 - Challenges for retail in India
 - Future Food Trends in India
 - Potential for Northern European food & food tech companies
 - Entry strategy
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Silverspoon Consultancy

- Katja Larsen
- Owner & CEO of Silverspoon Consultancy
- Been working and living in India and China for over 10 years
- Silverspoon consultancy is focusing on facilitating foreign companies in India
- We help simplify ESG strategies as well as assisting in navigating on the difficult huge Indian retail market



SILVER SPOON



Current overview of the retail market in India

Big retail players such as Reliance, Big Basket, Big Bazar, Amazon

- Revenue in the Food market amounts to US\$905.2bn in 2023. The market is expected to grow annually by 8.40% (CAGR 2023-2028).
- The market's largest segment is the segment Bread & Cereal Products with a market volume of US\$174.3bn in 2023.

Most profitable food business:

- Food Trucks – 7% average profit margin.
- Bakeries – 4 to 9% profit margin.
- Grocery stores – 2% profit margin (organic and natural foods 5-10%)

Current market drivers:

- Low-cost Products
- Off-the-shelf available products





Current overview of the green retail market in India

- Vegan staples such as grains, legumes, pulses etc are found in the Indian cuisine
 - Cereals and pulses account for 24% of average household spend¹
 - Vegan is affordable for the rising middle class
 - Green Retail India focuses on larger, organized Indian retail chains.
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Challenges for retail in India

- Extremely price sensitive market
- Inadequate power supply
- Less advanced cold chain distribution
- Access to finance- reluctance in investing into retail
- Corruption
- Tax rates
- Regulatory compliance and quality control
- Land-related problems
- Product shelf life & limited storage space
- Seasonable demand and variability
- 1 size doesn't fit all/regional variations





Future Food Trends in India

Food tech and production

- Organic local farming
- Lab-grown meat as 71% are meat eaters
- Sustainable vs. Regenerative agriculture

Retail

- Private owned brands/personalization
- Growth of Omnichannel commerce
- Online grocery retail is growing at ~40%

Consumer

- Cashless transactions
 - Home delivery
 - Aspirational consumers especially in nutrition & wellness
 - Hygienic products
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Potential for Northern European food- & food tech companies

- Multi-dimensional food system
- Supporting rural livelihoods
- Agricultural research
- Food ingredients
- Food processing industry
- Nutraceutical food
- Functional food





Entry strategy

- Find a reliable local expertise - We at Silverspoon Consultancy can help you
 - Investigate if your product can enter India and comply with local laws?
 - Consider the Right Partner
 - Secure Payment Terms
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"There are people in the world so hungry,
that God cannot appear to them except in
the form of bread."

Mahatma Gandhi

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