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Coimbatore-35
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DEPARTMENT OF FOOD TECHNOLOGY

19FTT305-FRUIT AND VEGETABLE TECHNOLOGY

UNIT 3- MINIMAL PROCESSING AND CANNING



Exposure to canned products in Indian market

The Indian market for canned products has been growing steadily over the past decade, driven by factors such as urbanization, changing consumer lifestyles, and increased demand for convenience foods. Here's an overview of the current exposure of canned products in India:

1. Popular Canned Products in India

- **Canned Fruits and Vegetables:** Fruits like pineapple, peaches, and mixed fruit, along with vegetables like peas, corn, and beans, are widely available.
- **Canned Juices:** Canned fruit juices, especially from brands like Tropicana and Real, are popular in India, offering an easy-to-consume alternative to fresh fruit juices.
- **Canned Meats and Seafood:** While still a niche market, canned chicken, fish (like tuna), and mackerel are gaining some traction in cities. These products are particularly popular with expats and in more cosmopolitan areas.
- **Canned Soups and Ready-to-Eat Meals:** Ready-to-eat meals and soups, especially from brands like Knorr, Maggi, and Britannia, are quite popular among working professionals and students for their convenience.
- **Canned Milk and Dairy Products:** Canned milk (like condensed milk) is used in many Indian desserts and snacks, making it a staple in many households.



2 Consumer Trends

- **Urbanization and Lifestyle Changes:** With more people living in urban areas, particularly in metro cities like Delhi, Mumbai, Bengaluru, and Chennai, there is a growing demand for ready-to-eat and easy-to-prepare food products. Canned foods fit well into this trend.
- **Health-Conscious Consumers:** As health awareness increases, there is also a rising demand for canned products with minimal preservatives and healthier options, such as low-sodium canned vegetables or organic canned fruits.
- **Convenience Factor:** Due to hectic lifestyles, especially among working professionals and students, canned products provide a convenient and time-saving option. Products like canned meals, soups, and beverages cater to this need.

3. Market Growth and Distribution

- **Retail Presence:** Canned products are primarily available in supermarkets, hypermarkets, and online grocery stores. Popular retail chains like Big Bazaar, Reliance Fresh, and D-Mart stock a wide variety of canned goods. Online shopping platforms like Amazon, Flipkart, and Grofers have made canned goods even more accessible.
- **Imported Brands:** There is also a steady demand for international canned products, such as canned olives, sauces, and certain snacks. Brands like Heinz, Del Monte, and Libby's have found a niche market in India.
- **Regional Preferences:** The consumption of canned products varies across different regions of India. For example, canned fruit juices are more popular in southern and western states, while canned fish might have more demand in coastal areas like Kerala and Goa.



4 Challenges and Issues

- **Consumer Perception:** There's a general skepticism around the health benefits of canned foods due to concerns about preservatives and the nutritional value of such products compared to fresh alternatives.
- **Storage and Shelf Life:** While canned goods have long shelf lives, the perception of them being less "fresh" can deter some consumers, particularly in a country like India where fresh produce is easily accessible in most regions.
- **Price Sensitivity:** Many Indian consumers are price-sensitive, and canned goods can sometimes be more expensive than their fresh counterparts, especially in tier-2 and tier-3 cities.

5. Key Players in the Market

- **National Brands:** Brands like Britannia, Amul, and Mother Dairy offer canned milk, canned snacks, and ready-to-eat products.
- **International Brands:** Global brands like Nestlé, Heinz, Del Monte, and Campbell's are well-established in the Indian market and have adapted their products to local tastes



- Private Labels:** Supermarkets and e-commerce platforms also have their private labels for canned goods, often priced more competitively.

6. Future Outlook

- Growing Middle Class:** With the rise of the middle class and increasing disposable incomes, the demand for convenience food products like canned goods is expected to grow.
- Healthier Alternatives:** Brands are likely to focus more on health-conscious offerings, with products that are low in sodium, free from preservatives, and use sustainable packaging.
- E-commerce Growth:** The growth of e-commerce and home delivery services will continue to expand the reach of canned products, especially in smaller towns and rural areas where traditional retail penetration might be limited.



Thank You