

## MAJOR PLAYERS OF PACKAGED FOOD PRODUCTS IN THE MARKET OF JAMMU CITY OF UT JAMMU AND KASHMIR

Kajal Thaper<sup>2</sup>, S. P. Singh<sup>1</sup>, Sabbey Sharma, Sudhakar Dwivedi<sup>1</sup>, Anil Bhat<sup>1</sup>  
and Maninder Singh<sup>2</sup> Promila Kaur<sup>2</sup> Kartikey Srivastava<sup>2</sup>

1. Scientist/Sr. Scientist, Division of Agricultural Economics & ABM, SKUAST- Jammu, J&K (UT)
2. Research Scholar, Division of Agricultural Economics & ABM, SKUAST- Jammu, J&K (UT).

**ABSTRACT:** The present research was conducted in Jammu City for identifying the major players of packaged food products in the market. The study was carried out on the basis of primary as well as secondary data. The research was conducted with the help of questionnaire based on the information collected from the customers of Jammu City. Total sample of 100 respondents were taken. Garrett ranking technique was used for analysis of data.

**Keywords:** Customers, Perception, Packaged Food Products, Children

Marketers design their marketing activities in a way that attracts consumers. Children in particular have an immature mind with regard to purchases, which cannot be discreet about the nature of content through mass media advertisements. Most of the people in the said category immediately form an opinion about what they see and mostly in favour of it. It is a quick decision domain where these youths experience a high degree of exposure to mass media. Children are thus easy targets for advertisers. Children have a tendency to be attracted to information shown on TV or other media. Children too easily fall prey to their favourite advertisements being circulated on the media. Marketers see potential markets in children. They consider children not only as the primary market but as the dominant and future market. They have intentionally entered the schools. They put up posters and billboards in schools, persuading money-starved schools to open their doors to them by paying for classes and space for their advertising material and publicity. Web based groups providing free e-mail accounts and contests with lucrative prizes is another strategy that is used extensively. It is almost as close to a crime as it is to attack the natural credibility of the most innocent, most gullible and most inexperienced creatures on earth.

The food advertisements that were distributed during children's programs including confectionary, ice cream and dairy products, baked goods and ready-to-cook food items. Pasture food has been found to be the most widely used complaint in food advertising. This was followed by a taste of good taste, sweet joy, bringing "cool", disapproval of adults, family ties

and so on (Soni and Vohra 2013). India's packaged food market is expected to double and grow to USD 70 billion over the next 5-10 years, driven by factors including economic growth, population

fragmentation and growing e-commerce, said Nestl India Chairman and Executive Director Suresh Narayanan. The company is also awaiting the government's production-linked incentive (PLI) program for the food processing industry, which could be a positive step in an industry with a very good investment rate and job creation.

The market size of packaged food worldwide is estimated at \$ 1,925.7 billion by 2020, and is expected to reach \$ 3,407.2 billion by 2030, registering a CAGR of 5.2% from 2021 to 2030. By 2020, and is projected to grow to a CAGR of 4.8% during the forecast period. North America had the largest share of revenue, accounting for more than a third of the global market share by 2020, and is projected to grow at a CAGR of 4.9% at the time of forecasting. Packed foods can be defined as food prepared in advance and packaged in a way that extends your shelf life. Most packaged foods are considered simple and commercially produced and made available for human consumption. The concept of packaged food arose as a result of such factors as ease of use, use, handling, and protection from external fraud. Packed food is easy to handle, prepare, and eat. They are gaining popularity in both developed and developing countries as they are best suited for urban dwellers. Packed foods are included in the category of regular consumer goods. Therefore, the demand for such products remains unchanged among consumers. The outbreak of the novel coronavirus has had a significant impact on global market growth. There has been a slight decline in the sale of packaged food products due to supply chain disruptions and a decrease in the consumption of food outside the home during the COVID-19. The growth of the packaged food market may be due to innovative processing strategies that extend the shelf life of food products. In addition, changes in food consumption patterns and an increase in the number of working people worldwide are causing market

growth. Improvements in store infrastructure have increased the availability of packaged goods and this growing ease of access to food combined with free home delivery options and various advertising discounts has led to the growth of the packaged food market worldwide. However, the perception among consumers about the negative effects of integrated products hinders growth and serves as a major obstacle to the global market. In contrast, the packaged food sector is fuelled by an ongoing new market innovation, which is strengthened by increasing consumer demand. Additionally, specific consumer needs, such as organic foods, labelled foods, vegan foods, dairy products, etc., are expected to open the way for market growth of packaged food. The packaged food market is divided by type, retail channel, and region. On the basis of type, the market is divided into dairy products, confectionery, packaged products, bakery and snacks, meat, poultry and seafood, ready-to-eat foods, alternatives (sauces and condiments, baby food, soups, spreads and dips). Depending on the sales channel, it is divided into supermarkets / hypermarkets, specialty stores, grocery stores, online stores, etc. (department stores and department stores). In terms of regional intelligence, it is analyzed throughout North America (US, Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (China), Japan, Australia, South Korea, India, Indonesia and the rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

According to market analysis of packaged food worldwide, the poultry and seafood portion has the largest share by 2020. The portion of poultry meat and seafood is growing significantly due to the increased consumption of protein-rich foods because it is considered healthy. Based on global food market

### Results and Discussion

forecasts by retail channel, the hypermarkets / Supermarkets share has the largest share by 2020. The growth of hypermarkets / supermarkets in the packaged food market is due to the fact that these properties are for sale and offers a wide range of products and often comes with different offers that help increase footfall, thus, increasing potential sales of goods. However, the share of online stores in the integrated food market was the fastest growing segment during the forecast period.

According to regional intelligence, North America was the most prominent region in the integrated food market by 2020, and is expected to show a high growth rate during the forecast period. Europe and North America are expected to see steady growth during the forecast period, due to the presence of a large number of local players. Players in the packaged food industry have embraced product launch as their key strategy to improve profitability and improve their integrated food market status. Key players featured in the report include Conagra Brands, Inc., General Mills Inc. Hormel Foods Corporation, JBS SA, Kellogg Company, Maple Leaf Foods Inc., Nestle SA, The Kraft Heinz Company, Tyson Foods, Inc., WH Group.

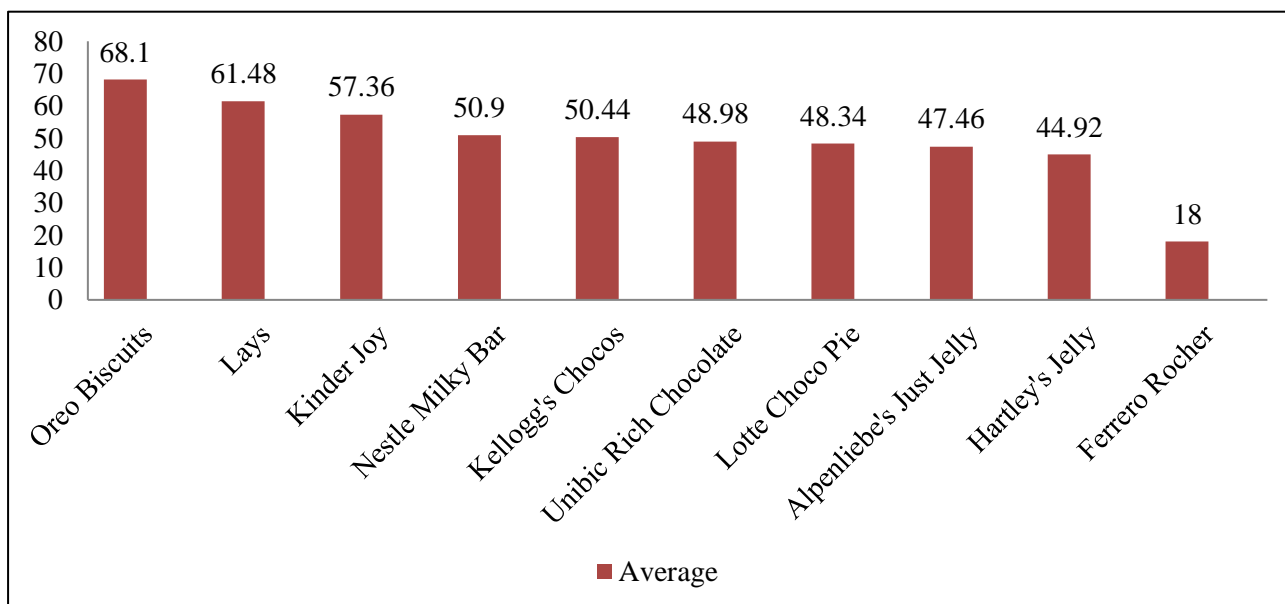
### Research Methodology

The research was conducted with the help of questionnaire based on the information collected from the customers in Jammu city. This study was adopted both the primary data as well as the secondary data. The primary data were collected from the customers and the secondary data were collected from journals, magazines, advertisements. The sample size was 100 customers (parents accompanying in the age of 1-8 years). After the collection of data, the results were analyzed by using Garrett ranking technique.

**Table- 1: Preference towards the brands of packaged food products in the market**

Products (Brand)	Total Score	Average	Rank
Oreo Biscuits	6810	68.1	I
Lays	6148	61.48	II
Kinder Joy	5736	57.36	III
Nestle Milky Bar	5090	50.9	IV
Kellogg's Chocos	5044	50.44	V
Unibic Rich Chocolate	4898	48.98	VI
Lotte Choco Pie	4834	48.34	VII
Alpenliebe's Just Jelly	4746	47.46	VIII

<b>Hartley's Jelly</b>	4492	44.92	IX
<b>Ferrero Rocher</b>	1800	18	X



**Fig-1: Preference towards the brands of packaged food products in the market**

**Preference towards the brands of packaged food products in the market**

Table 1 and Figure 1 represent the ranking towards the packaged food products in the market. By using Garrett ranking techniques, Oreo Biscuits preferred the most in the market and ranked as 1<sup>st</sup> position, followed by Lays, Kinder Joy, Nestle Milky Bar, Kellogg's Chocos, Unibic Rich Chocolate, Lotte Choco Pie, Alpenliebe's Just Jelly, Hartley's Just

Jelly and Ferrero Rocher, were ranked as 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> respectively.

**Conclusion**

This research was concluded that Cadbury Oreo Biscuits preferred the most in the market and ranked as 1<sup>st</sup> position, followed by Lays, Kinder Joy, Nestle Milky Bar Chocolate, Kellogg's Chocos, Unibic Rich Chocolate, Lotte Choco Pie, Alpenliebe's Just Jelly, Hartley's Just Jelly and Ferrero Rocher, respectively.

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