

EMERGING TRENDS IN INDIAN BAKING INDUSTRY

NIKITA RUNGTA

Research scholar

JJT University, Rajasthan

Email: nikita.runjta@yahoo.com

ABSTRACT

The paper focuses on the Indian Baking Industry and the emerging trends that help to flourish the baking industry. Bakery is a traditional activity and occupies an important place in food processing industry. The bakery manufacturers in India can be differentiated into the three broad segments of bread, biscuits and cake. About 1.3 million tonnes of the bakery products industry in India is in the organized sector which is about 3 millions tonnes, while the balance comprises of unorganized, small-scale local manufacturers. With the involvement of foreign industries into India there has been an increased demand in the bakery products which has resulted in high competition. To face the competition from local as well as international players, marketers are coming up with new ideas. Some of the latest ideas involve online selling, improved packaging, healthier ingredients, and technology advancements. To remain stable in the competition and to gain popularity amongst the customers, new and effective methods and trends are been applied by bakers.

Keywords: *Baking, Trends*

INTRODUCTION

The science of preparing food using prolonged dry heat acting by convection, and not by thermal radiation, normally in an oven, or on hot stones is what we call baking. It is primarily used for the preparation of bread, cakes, pastries and pies, tarts, quiches, cookies and crackers. The dry heats of baking changes the form of starches in the food and causes its outer surfaces to brown, giving it an attractive appearance and taste. The browning is caused by caramelisation of sugars and the Maillard reaction. The most common baked item is bread. Variations in the ovens, ingredients and recipes used in the baking result in the wide variety of baking products produced around the world. The two major trends that are being followed in the baking industry are

Processed Baking: It involves a lot of chemicals, processes, shelf life, etc. Processed bread which is store-bought loaf of mass-produced wheat bread might have nearly 20 ingredients; artisan bread will have closer to five.

Artisan Baking: It does not involve chemicals; it is organic and requires a lot of skill.

INDIAN BAKING INDUSTRY

The Indian bakery sector consists of some of the large food categories like breads, biscuits, cakes etc. The branded packaged segment in this sector had a size of Rs. 17,000 crore in last financial year and is expected to grow at phenomenal rate of 13-15 per cent in the next 3-4 years. Within biscuits, 3-4 large-sized players viz. Britannia, Parle, ITC, Cadburys comprise about 75 per cent of the market. The breads and cakes market is much more fragmented with multiple regional and local players

International players like United Biscuits, Unibic have gained prominence in the last few years in their specific product segments. Going ahead, the sector is expected to see some more of the international brands enter the Indian market. The bakery industry has achieved third position in generating revenue among the processed food sector. The market size for the

industry is pegged at US\$ 4.7 billion in 2010 and is expected reach US\$7.6 billion by 2017. The shining star of the sector remains the biscuits industry, which is expected to outperform the growth of the sector overall. While the figures are indeed encouraging, there is a flip side to this story. As the business and the industry thrives, the challenges accruing out of it are also growing at a fast pace. Admittedly, the Indian bakery industry is not really geared up to face the daunting task that lies ahead, which is of striking a balance. The per capita consumption of bakery products in India is very low which is about one to two kg per annum, which is comparatively much lower than the developed countries where consumption is between 10 and 50 kg per annum. The growth rate of bakery products has been tremendous in both urban and rural areas. Bakery segment has increased matured to a great extent, recently. This tremendous growth has happened due to two reasons. Firstly, due to the availability of better ingredients from chocolate, toppings, fillings, flavours etc. Secondly, education abroad has brought in many new players striving to produce products of international standard rather than products of mediocre quality. Number of players is increasing slowly. More and more people are starting to take this up as a profession from the house, after doing short/long courses.

EMERGING TRENDS

1. E – RETAILING OF BAKERY PRODUCTS

The latest trend that has been buzzing in the industry is the e-retailing of bakery products. Bakery companies are leaving no stone unturned in capitalizing on Indian appetite for bakery items. The rising number of bakery chains and the steady escalation in the industry size has given confidence to players that online selling of the bakery products will be a success. Indian consumers are used to buying electronics and clothing online, now are also willing to buy food items online. The convenience of just a click away phenomenon has caught Indian consumer fancy in a strong way. The Indian shopper is evolving and although the concept of online bakery has been accepted in metros and big cities, more shoppers would prefer to click their mouse to buy bakery products soon

2. EXPANDING FOOTHOLD

New entrants are entering into the market which is resulting in the increase in the numbers of bakers. Experienced bakers are trying to make their base in India. There are many companies like Monginis who are based in India from a long time and such companies are thorough with the Indian customers and their preferences. With the organized sector, even the unorganized sector is gaining popularity. Many unorganised bakers too have come up with innovative ideas to stay steady in the competition. Lately many bakers have started baking at the convenience of their homes and selling products at good profits. All this provides a wide variety of products to customers as well.

3. TECHNOLOGICAL ADVANCEMENTS

Going urbanization in the nation, rising disposable incomes and increasing exposure to western foods has led to diversification of bakery products. The rising demand for premium products like gourmet breads and growing focus on healthy products has necessitated the diversification and up gradation of technology in bakers. Apart from offering general equipment like planetary mixers, combi ovens, flour sifter, rack ovens, cookies machines among some, the bakery equipment manufacturers are coming up with advanced machines like complete range of donut baking machine, pizza rollers, sheeters and even photo printing machines to print image directly on

cream cakes for decoration. The technological advancements have also introduced fuel efficient equipment in Indian markets like the infrared burners that emit less pollution along with Teflon coated materials that offer durability and hygienic food processing.

4. IMPROVED PACKAGING SOLUTIONS

Packaging of bakery products plays a significant role in increasing shelf life, preventing mechanical damage, nutrition value, displaying food safety related warnings and marketing. The industry has been experimenting with packaging solutions of their products. The use of sealants for low temperature seal initiation, outstanding hot-tack strength and minimising the impact of packaging on the environment has been marked as a tremendously innovative effort for the preservation of baking products, Vertical pouches or sachets has also been experimented by many bakers.

5. INNOVATION IN INGREDIENTS

Along with the technological advancements, Indian bakery industry has been using innovation in ingredients also. A very recent and major innovation in bakery ingredients has been the introduction of Lame Quick and Spongolit. Made largely from healthier mono and polysaturated fatty acids, Lame quick whipping agents create a pleasant mouth feel and light creamy texture in products like whipped desserts, cream fillings and cake decorations. Spongolit is an aerating emulsifier that not only allow cakes to be produced faster and with consistent quality but also creates excellent stability, volume and crumb texture.

CONCLUSION

Indian Baking Industry are exploring new opportunities and entering the market with higher penetration. The target is urban as well as rural customers. With the help of latest trends and technologies, higher profits can be achieved and higher satisfaction can be achieved. At the customer level, consumers get better products and get a wide variety of options to choose from. The innovations and technological advancements will work hand in hand with the bakers to provide benefit to the sellers as well as the buyers.

BIBLIOGRAPHY

1. <http://www.niir.org/books/book/bakery-industry-in-india-bread-biscuits-other-products-present-future-prospects-market-size-statistics-trends-swot-analysis-forecasts-upto-2017/isbn-9789381039366/zb,,18b71,a,3,0,3e8/index.html>
2. <http://www.foodprocessingbazaar.com/articles/99-bakery-industry-present-and-future-prospects.html>
3. http://www.researchandmarkets.com/reports/2041431/indian_bakery_industry_2011_2015
4. <http://www.soyconnection.com/newsletters/soy-connection/food-manufacturing/articles/Baking-Industry-Trends-Consumers-Demand-Healthier-Baked-Goods>
5. <http://timesofindia.indiatimes.com/business/india-business/Medium-scale-dairy-farming-an-emerging-sector-trend-Rabobank-report/articleshow/51744088.cms>