



MARKET INTELLIGENCE UPDATES FOR BISCUITS

INDIA-QATAR TRADE SURGES: THE GULF NATION IDENTIFIES NEW AVENUES FOR INCREASING TRADE

Present channels of trade are drying up in Qatar, so they look forward to India as a new avenue. The Gulf country Qatar is looking towards India for ready-to-eat, baby products, processed packed food, organic food, tetra-packed juices and less cooking-oriented food. Qatar has ensured supply of most crucial commodities from various markets and have tapped into Indian market. As Turkey and Iran has also opened its ports for the trade, they stand as India's competitors.

India can seize the opportunity to increase its export of food and beverage products such as sweet biscuits, fresh vegetables and cashew nuts. It will serve as a good platform to meet the needs of Qataris after strong ties developed between the countries post embargo.

India's trade have expanded by over 87% in last few months and more market can be captured in term of packaged foods like biscuits.

THE ECONOMIC IMPACT OF CORONAVIRUS IN THE U.S. AND POSSIBLE ECONOMIC POLICY RESPONSES

Local supply chains have contracted in US due to large areas hit by the virus. Household demands have been increasing due to less availability of food circulating in the country. This heightened demand can be met by India by exporting biscuits as US stands as India's top importer with around 8% share in India's biscuits exports.

BRAZILIAN CONFECTIONERY COMPANIES ACHIEVE RECORD RESULTS AT ISM

Buyers from countries like USA, Canada, China, Germany, Austria, Poland, Australia, Argentina, Venezuela, Chile, Peru, Jordan, Israel and South Africa visited the Brazilian Pavilion and are looking forward to buy confectionary items from Brazil. The companies were assembled in the Brazilian Pavilion, organized by ABICAB (Brazilian Chocolates, Peanuts and Candies Manufacturers Association) and by ABIMAPI (Brazilian Manufacturers Association of Biscuits, Pasta and Industrialized Breads and Cakes), which carry out export promotion projects in partnership with Apex-Brasil (Brazilian Trade and Investment Promotion Agency). Brazil's outlook for the next 12 months is a 20% to 30% increase in export sales.

For India it is a threat as for USA biscuit imports, India and Brazil have a neck to neck competition. India stands as 10th importer and Brazil is 11th importer of biscuits to US.

DEMOCRATIZING HIGH QUALITY': INDIA'S BRITANNIA INDUSTRIES RAMPS UP INTERNATIONAL FOCUS WITH FIRST EXPORT-ORIENTED FACTORY

Indian bakery goods giant Britannia as set up International business factory in Gujarat and focusses on selling each and every biscuit produced there outside India.

Potential markets identified by Britannia are- Singapore, Australia, New Zealand, UAE, Nepal, Saudi Arabia, US and Canada. South East Asia is also one of the focus geographies for Britannia in next 3 years.

<https://www.foodnavigator-asia.com/Article/2019/06/12/Democratising-high-quality-India-s-Britannia-Industries-ramps-up-international-focus-with-first-export-oriented-factory>

<https://www.americanprogress.org/issues/economy/news/2020/03/06/481394/economic-impact-coronavirus-united-states-possible-economic-policy-responses/>

<https://www.confectioneryproduction.com/news/25444/brazilian-confectionery-companies-achieve-record-results-at-ism/>