



# Market Feasibility Study of Almonds in Southern India

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## **Background & Objective:**

1SOS was tasked to support our client's development of a business plan to boost sales in South India. The objective of the study was to determine the position of the trade in Southern part of India, so as to better equip our client to defend and increase volume sales and market share vis-à-vis substitute food products.

## **Methodology:**

1SOS conducted in-depth interviews with participants involved in the edible nut value chain, including importers of raw nuts, food manufacturers, retailers, bakery store operators, those in the food service industry for our client.

## **1SOS Deliverables:**

Project deliverables included an analysis of Almonds & other nuts consumption in South India, understanding of snack-food value chain characteristics, competitive success factors in marketing to the trade (bakeries, manufacturers, etc).