

Restaurant market to touch Rs 28,000 cr

PRESS TRUST OF INDIA

New Delhi

THE organised restaurant market in India may grow nearly four-fold to around Rs 28,000 crore by 2015, as several foreign players like Starbucks and Burger King are looking to enter India, an industry body said.

Quoting Technopak, a consulting firm, the National Restaurant Association of India (NRAI) said the organised restaurant sector currently enjoys 16 per cent market share in the estimated Rs 43,000-crore restaurant industry. This is likely to increase to 45 per cent of the total pie by 2015, it said.

"Given the faster growth of the organised segment, its share of the pie will increase from 16 per cent currently to 45 per cent, or from Rs 7000-8500 to Rs 28,000 crore (by 2015)," NRAI said in its report 'White Paper on the Indian Restaurant Industry 2010'. The report said several international brands, including Starbucks, Hooters, Burger King and Grand Canyon Coffee, are eyeing India to expand its footprint globally.

According to the report, the industry is expected to grow at over 5 per cent in the next three years and is likely to touch Rs 62,500 crore by 2015. The apex body on restaurant chains said the growth is owing to the current and new organised players, and some unorganised operators turning organised.

Besides, rise in the disposable income and changing lifestyle among young Indians are some of the factors contributing to the growth. "A large proportion of the Indian urban population has already moved into an income bracket with a sufficient amount of disposable income and has just started enjoying a lifestyle where eating out is one of the main forms of leisure," it said.