

Product Category Insights

Market Trends & Opportunities Analysis

Category Performance

Our analysis covers key FMCG categories with high growth potential in North East India markets.

Edible Oils

â€¢ Market Size: \$2.5 Billion

â€¢ Growth Rate: 8% CAGR

â€¢ Premium Segment Growth: 15%

â€¢ Key Players: HUL, Emami, Best Choice

Rice & Grains

â€¢ Market Size: \$3.2 Billion

â€¢ Growth Rate: 6% CAGR

â€¢ Premium Rice Demand: 12%

â€¢ Quality Focus: Rising

Spices & Condiments

â€¢ Market Size: \$1.8 Billion

â€¢ Growth Rate: 10% CAGR

â€¢ Branded Spices: 25% Growth

â€¢ Export Potential: High