



## A STUDY ON CHALLENGES FACED BY FOOD AND BEVERAGES & DAIRY PRODUCTS WITH SPECIAL REFERENCE TO CHITTOOR DISTRICT OF ANDHRA PRADESH

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### ABSTRACT :

Food processing sector has derived from the earliest days of processing and altering with a need of conserving food by preparing, formatting, and preserving with salt. While the advanced changes has been continuous, the onset of industrial unrest of output in major advancements in the food processing techniques which have been required and consumed by the aggressive needs of nations, The improvement of Indian dairy zone has been dramatic during the past three decade. It is not only a dominant manufacturer of an significant food item but it also is one of the largest employers in the country in all the sectors. It gives a chance to about nine cores families across India. The main objective of this article is known about challenges faced by food and beverages and Dairy products.



**KEYWORDS :** FMCG, Indian Economy, Dairy products, Soft Drinks.

### INTRODUCTION

The Fast Moving Consumer Goods (CPG) industry deals with the production, distribution and marketing of consumer packaged goods, i.e. those categories of products that are consumed at regular intervals. Examples include food & beverage, personal care, pharmaceuticals, plastic goods, paper & stationery and household products etc. This sector is vast and offers a broad range of employment opportunities in accordance with such as sales, supply chain, Accounting, functional activities, HR, product improvement and general management.

### REVIEW OF LITERATURE

**M Shehbaz Qasim (2015)** The research focuses on the individual buying conduct and branding affiliations.. The significance of this research is to clarify how branding have an impact on differentiating buyers attitude towards CPG branded products that are analyzed by consuming the consumer behavior.

**Sakshi Chhabra and J.N.Bhargava (2015)** This paper tries to focuses on the changes of FMCG, the key energetic drivers that will be the advanced existing trend and future development it will also explains the upcoming conclusions of Fast moving consumer goods.

### RESEARCH OBJECTIVE

- To study about the challenges faced by soft drinks and dairy products.

## RESEARCH METHODOLOGY

The study is undertaken only on secondary sources of data and information. For secondary sources of data and information mere reliance is placed on available standards literature comprising referred journals, articles, books, magazines, newspapers etc

## Discussions about Food and Beverages & Dairy Products

### Food and Beverages

Food and beverage sectors are competing on the basis that they can supply a completed, desirable and quality product higher than their competitors. About 50 of the highest industries are responsible for over half of the industry's income. However, small food and beverage producers are more effective at growing out their competition in local or regional markets by developing more branded products and ensuring their systems are up-to-date. The food and beverage sector depends on the ability of customer taste and preferences which are continually changing and trending as healthy sources of data surfaces and buyers have more natural and health conscience preference.

### Main Challenges

The food and beverage sector is an extremely competitive industry where producers are competing to improve exact alternative commodities for buyers. Companies also feel multi pressure from both consumers & competitors, which may make producers lowest prices. While competition alone is a challenge in this sector.

### Dairy Products:

Most challenges revolve around one entity, customers. Improving demands of the customers are the root of all the issues. With time, style modified and therefore the demand by combining latest supply chain work, handling the quality and improving new commodities, industry allow them to satisfy the consumer without sacrificing price, product availability, convenience, increasing the wants to clean label to demand commodities.

### Main Challenges

Biggest challenges for food industries are competing with differentiation. As there are new food and beverage producers, diversity has been commoditized. In past 10 years, so much innovative and creativity has left the consumer with many options. Social science reports states, consumers stored with too many options and lowest buying power. Therefore, it is the exact contesting situation, to outstanding from the rest.

## CONCLUSION

Food Industry and dairy industry is having lot of opportunities, but threats also create issues. To overcome the problems, the industry has to broaden its level and scan the trading environment. With strategic implementations and effective decision making, the challenges can be faced for optimum results.

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