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SALES TREND ANALYSIS SOUTH INDIAN FOOD AND BEVERAGE INDUSTRY

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ABSTRACT:

The Indian food and beverage (F&B) sector has witnessed unprecedented growth over the past decade due to the shifts in consumer behavior, digitalization, and increasing disposable incomes. Companies need data-driven insights to guide their sales strategy in order to negotiate this intricate ecosystem. The aim of the study is to examine shifting sales patterns in the Indian F&B industry by identifying the key drivers of market trends, and examining seasonal fluctuation to research the trend of sales. A data-driven analysis is used to analyze past sales patterns, from August 2023 to March 2025. Some key trends, opportunities, and challenges were discovered in a recent study that utilized Power BI to analyze sales trends in the Indian F&B sector. There are major regional differences in the patterns of sales, with higher demand for specific categories of products in certain areas, as the research has established. The research also brought out how digitalisation has played a profound role in the food and beverages sector, with online sales making up the bulk of the revenue. The development of e-commerce, food ordering portals, and direct-to-consumer models changed consumer consumption dynamics of foods and beverages, fueled by players such as Zomato, Swiggy, and cloud kitchen chains. Food and beverage categories of health and wellness products, convenience foods, and beverages became category-leading sellers, fueled by shifts in consumer choice. The research also indicated the extreme seasonality in sales during festival periods and holidays, which accounted for peak demand. The research also highlighted the role of social media and influencer marketing on customer choice, especially among millennials. With data-based decision-making, companies can remain competitive, fuel growth, and take advantage of emerging trends in this evolving market. The findings of the research hold operational implications for F&B companies, food manufacturers, and Indian investors so that they can maximize sales approaches, improve consumer experience, and make informed investment decisions. By making use of Power BI tools and analytics, stakeholders can exploit the full potential of the Indian F&B market and attain sustainable growth under more competitive conditions.

Keywords: Sales trend analysis, Food and Beverage industry, Data-driven decision making, Revenue optimization.

Introduction

India's food and beverage (F&B) sector is among the fastest-growing industries, which also contributes heavily to the Indian economy. The sector has seen significant growth over the past few years with the push of changing consumer behavior, increased disposable incomes, urbanization, and digitalization. As the adoption of e-commerce, food ordering platforms, and direct-to-consumer (D2C) models grows, companies in the sector are utilizing technology to drive sales and customer interactions. Sales trend analysis is imperative for businesses to grasp market trends, predict fluctuations in demand, and drive decisions based on data for long-term growth. The contribution of digital transformation in determining sales trends should not be underestimated. The emergence of cloud kitchens and hyperlocal delivery chains has further redefined the sector's landscape, making real-time sales trend analysis more important than ever. This study seeks to delve into the predominant factors affecting sales trends in India's F&B sector, measure the effect of technological progress and shifting consumer tendencies, and make predictive suggestions for businesses to help them cope with the changing times. Using advanced analytics, firms can take informed decisions that improve profitability, enhance customer experience, and keep them competitive in the constantly changing Indian F&B industry.

Objectives

Primary Objectives:

- To identify sales patterns and trends of South Indian Food and Beverage Industry.

Secondary Objectives:

- To analyses sales by Products and identify top-performing products.
- To examine sales by region and identifying core markets and declining markets.
- To evaluate the performance of different Sales channels, identifying areas for improvement.

Need for the study

Sales trends are vital for the growth and sustainability of any business, particularly in the fast-growing food and beverage industry. Some businesses find it a bit challenging to measure, examine, and assess sales patterns due to growing competition, changing consumer preferences, and demand volatility brought on by seasonality. A data-driven approach must be used to monitor product performance, identify high-demand areas, and enhance inventory management even when using multiple marketing and distribution channels. This helps companies to improve its supply chain management, product offerings, and marketing strategies.

Literature Review

- **Kumar, R., & Gupta, S.:** "Sales Trend Analysis of an E-commerce Company". Analyzes sales trends for an e-commerce company. Identifies patterns and correlations between sales data and external factors. Uses data visualization techniques to provide insights. Sales are highest during holidays and weekends. Recommends using data-driven approaches. Provides actionable insights for business growth.
- **Lee, J., & Kim, Y.:** "Visualizing Sales Trends for a Retail Business". Uses data visualization techniques to analyses sales trends. Provides insights into sales performance and identifies areas for improvement. Uses a combination of bar charts and line graphs. Sales are highest during peak seasons. Recommends using data visualization. Helps businesses make data-driven decisions.
- **Patel, A., & Shah, R.:** "Sales Forecasting Using Machine Learning Algorithms". Compares the sales forecasting accuracy of machine learning algorithms. Evaluates the effectiveness of each approach. Uses a dataset of historical sales data. Random forest algorithm performs best. Recommends using machine learning algorithms. Improves sales forecasting accuracy.
- **Singh, M., & Kumar, P.:** "Analysing Sales Trends by Region". Analyses sales trends by region. Identifies regional patterns and correlations between sales data and external factors. Uses a dataset of historical sales data. Sales are highest in urban regions. Recommends using regional analysis. Provides insights for targeted marketing.
- **Lee, S., & Kim, J.:** "Sales Trend Analysis of a New Product Launch". Analyses the sales trend of a new product launch. Evaluates the effectiveness of the launch strategy. Uses a dataset of historical sales data. Launch strategy was effective. Recommends using data-driven approaches. Provides insights for future product launches.
- **Jain, R., & Sharma, A.:** "Sales Performance Analysis Using Data Visualization". Uses data visualization techniques to analyse sales performance. Provides insights into sales trends and identifies areas for improvement. Uses a combination of bar charts and line graphs. Sales are highest during peak seasons. Recommends using data visualization. Enhances sales performance analysis.
- **Kumar, A., & Singh, R.:** "Sales Trend Analysis Using Time Series Analysis". Applies time series analysis techniques to analyse sales trends. Evaluates the effectiveness of each approach. Uses a dataset of historical sales data. ARIMA model performs best. Recommends using time series analysis. Improves sales forecasting accuracy.
- **Patel, J., & Shah, M.:** "Sales Data Analysis for a Manufacturing Company". Analyses sales data for a manufacturing company. Provides insights into sales trends and identifies areas for improvement. Uses a combination of bar charts and line graphs. Sales are highest during peak seasons. Recommends using data-driven approaches. Enhances sales performance analysis.
- **Sharma, A., & Jain, R.:** "Sales Trend Analysis Using Sentiment Analysis". Analyses sales trends using sentiment analysis. Evaluates the effectiveness of sentiment analysis in predicting sales trends. Uses a dataset of customer reviews and ratings. Sentiment analysis improves forecasting accuracy. Recommends using sentiment analysis. Enhances sales forecasting.
- **Kumar, R., & Gupta, S.:** "Sales Forecasting Using Ensemble Methods". Compares the sales forecasting accuracy of ensemble methods. Evaluates the effectiveness of each approach. Uses a dataset of historical sales data. Ensemble methods improve forecasting accuracy. Recommends using ensemble methods. Enhances sales forecasting.

Research Gap

Comprehensive data on sales trend analysis is tailored, despite the growing popularity of traditional Indian snacks. There are studies on the expansion of e-commerce and the Indian snack market, but little empirical research has been done on how the company's sales success is affected by seasonality, consumer preferences, pricing tactics, and regional demand variances. Ethnic and regional snack brands are not specifically analysed; instead, the majority of accessible information concentrate on generic F&B sales patterns. It has also not been well examined how targeted discounts, cross-selling, and bundling affect revenue growth and client retention. Resolving these research gaps will yield practical knowledge for improving pricing, marketing, and inventory tactics.

Research Methodology

This study used quantitative method to perform sales trend analysis. Data is acquired through the process of gathering historical sales data of the Food and Beverage industry.

- Research Design: This study has a descriptive research design that focuses on analysing historical data and uses Power BI to make accurate Sales Trend Analysis.
- Data Collection: Secondary data from the available business records for the period August 2023 to March 2025.
- Sampling Method: This research utilizes stratified sampling as the data is categorized into different groups.
- Sample Size: Historical sales data from August 2023 to March 2025.
- Business Intelligence Tools: Power BI is used to transform and clean the data and extract insightful information from the advanced visualizations to make accurate sales trend analysis.

Data Analysis

The information gathered for this analysis consists of the available sales data across the south Indian food and beverage market for the period August 2023 to March 2025. Analysis is based on understanding sales trend and patterns and sales outcomes.

The research uses Business Intelligence tool Power BI, to obtain insightful information from the visualizations to make accurate sales trend analysis.
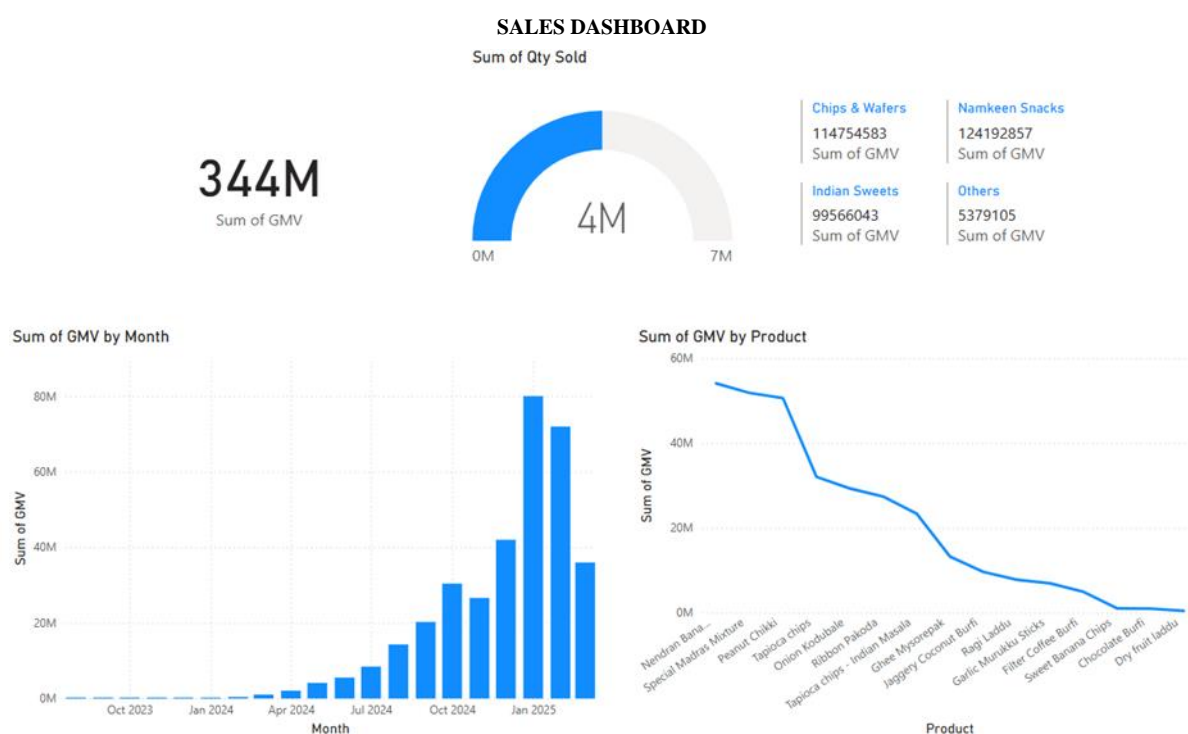
This dashboard provides an overview of the sales data for various product categories for the year 2023 August to 2025 March. The total revenue generated from all product categories is 344 million. The gauge chart represents the total units of quantity sold 40 lakh units. The line chart highlights the preferences of customer on different products. Nendran Banana Chips, Madrs Mixture, and peanut Chikki are the top selling product categories while Chocolate Burfi and Dry Fruit Laddu are low selling product which requires more potential strategies to boost their sales.

SWOT ANALYSIS

Strengths	Weaknesses
S1 Strong sales in South India, especially Chennai, Hyderabad, and Bangalore.	**W1** Low penetration in Tier-2 and Tier-3 cities.
S2 Leading online sales channels (Instamart, Blinkit).	**W2** Underperformance of some traditional sweets. (Ghee Mysorepak, Athirasam, Seedai)
S3 High demand for traditional sweets and snacks.	**W3** Lack of brand awareness in East India.
S4 Brand recognition in key metropolitan cities.	**W4** Weak digital marketing strategies outside core markets.

Opportunities	Threats
O1 Expansion in underperforming regions (East, North, Tier-2, and Tier-3 cities). **O2** Product bundling and seasonal campaigns to increase sales. **O3** Strengthening partnerships with Zepto and Flipkart. **O4** Regional influencer marketing to attract diverse customer bases.	**T1** Rising competition from local food delivery start-ups. **T2** Changing consumer preferences toward healthier or alternative snacks. **T3** Supply chain constraints affecting inventory management. **T4** Increasing online food delivery adoption by competitors.

Findings

- The analysis conveys that sales fluctuate seasonally, with peak sales occurring during holiday seasons like September through January. This highlights how marketing tactics need to be adjusted based on the sales time.
- Bangalore leads by contributing more to the total revenue, followed by Mumbai, Delhi, Hyderabad and Chennai as top 5 cities. Pune, Kochi, Coimbatore, Kolkata and Ahmedabad contributes minimum to the total sales.
- South India leads with highest sales by contributing nearly 61.64% of total revenue, which shows the strongest market for the business. West India contributes about 22.38% of the total, it holds the second largest share, followed by North India (0.92%). East India contributes minimum to the total sales with only 0.92%.
- Classic products like Banana Chips, Madras Mixture and Peanut Chikki are the top picks by the customers, while snacks like Tapioca chips, Onion Podugule, Ribbon Pakoda, and traditional sweets like Mysorepak, Jaggery Coconut Burfi and Ragi laddu are least preferred by customers.
- The comparison of the months January, February and March from last year to this year reflects a significant increase in the sales.
- Instamart and Blinkit contribute more revenue to the company, while Zepto contributes less and Flipkart contributes the least.
- There is a lack of preference for spicier snacks, jaggery based sweets and even south indian delicacies in the Northern states.
- There is a Cultural disconnect of Gen Z & Millennials because they are not as emotionally attached to traditional sweets as previous generations.
- There can be limited product availability and inventory issues various quick commerce channels.

Suggestions

- Can offer seasonal discounts, limited-edition products, and influencer marketing between September and January, as this is when sales are at their highest.
- Implement targeted promotions including city-specific discounts, partnerships with regional food influencers, and internet campaigns might help increase sales in underperforming locations
- Expand product availability in tier-2 & tier-3 cities where these snacks are traditionally consumed and delivery networks to cover more local areas.
- Improving Zepto and Flipkart performance while optimising product visibility and promotions on Instamart and Blinkit, which generate more money, can result in increased sales.
- Collaborating with regional influencers and food bloggers can increase brand awareness, particularly in North and East India, where sales are lower.
- Explore product bundling (e.g., combo packs of snacks & sweets or Best sellers combo) to improve sales across different categories.
- The lack of interest in some South Indian specialities can be addressed by regional product customisation, such as adding flavours appropriate for North and East India.
- Introducing sugar-free confections, millet-based snacks, and conventional snacks high in protein can appeal to health-conscious consumers and fit in with new market trends.
- High-demand products will always be available if inventory levels are matched with sales peaks, avoiding stock shortages.
- Use fusion flavours, gamified promos, and contemporary packaging to appeal to Gen Z and Millennials and foster greater emotional engagement.
- Customer retention can be increased by using referral bonuses, repeat purchase discounts, and membership programmes.

Conclusion

The sales trend analysis highlights the key insights of sales performance, consumer preferences and market dynamics. Sales peak between September and January, emphasizing the need for strategic marketing and inventory planning during the time of high demand. Bangalore leads in sales, followed by Mumbai, Delhi, Hyderabad and Chennai, while cities like Coimbatore, Kolkata, and Ahmedabad have lesser sales. This implies that expanding market reach in underperforming cities requires localized marketing strategies and product promotions. Significantly lower sales in East India indicates the need for localized product adjustments. Traditional sweets like Madras Mixture and Banana Chips are the best sellers, whereas spicy snacks and jiggery based sweets are less popular especially in Northern States. This reflect the shift in consumer preference that suggests the need for innovative fusion products or health conscious alternatives to attract Millennials and the Gen Z's. Quick Commerce channels such as Instamart and Blinkit contributes a significant portion of the revenue which indicates optimizing digital sales channels, enhancing supply chain efficiency and ensuring real-time inventory updates are crucial for sustained growth. By leveraging data driven decision-making, target marketing, and operational improvements, the industry can enhance its market position and improved customer satisfaction.

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