

# [Patanjali paper, i will analyse the cultural](https://assignbuster.com/patanjali-paper-i-will-analyse-the-cultural/)

[Nutrition](https://assignbuster.com/essay-subjects/nutrition/)

Patanjali Ayurveda Limited is one of India’s fast-moving consumer goods company. The company was established in 2006. Currently, it is valued at $470 million. Muesli Fruit & Nut breakfast cereal is one of the best product of the company because of its nutrition benefits. Patanjali muesli is a delicious breakfast and brunch dish based on raw oats and other ingredients like fresh dried fruits, seeds and nuts.

Patanjali Ayurveda has maintained its image in the market because of the quality and nutritional value of the products. Company products have short shelf life as the products are sold quickly and at relatively low cost. Throughout its existence, Patanjali has greatly expanded their product line. By providing quality products to the valuable customer, company has developed good image in the market. Patanjali Muesli will be a good product to launch in the Chinese market.  As China is one of the World’s fastest- growing economy that offers lot of market opportunities for foreign investment. Strong economy of china improves the purchasing power which in turn help foreign products to enter into Chinese market.

With the population of 1. 34 billion peoples, Patanjali Muesli will hit Chinese market because of quality and relatively low price as compared to other breakfast cereals in the market. Food consumption pattern in China has changed a lot.

With Economic growth and increase in income level people demands for better quality food. The trend of Food consumption pattern has changed because of the factors like changes in lifestyle, consumer taste and preference changes in population structure. Patanjali breakfast cereal will be readily accepted in Chinese market as people demand for quality food with good nutrition value and ingredients in Muesli include raw oats and fruit nuts which are high in carbohydrates and good fats. In this paper, I will analyse the cultural and economic factors of China that would favour the future market of Patanjali Muesli Cereals.