

India Flavors Market Size, Share & Trends Analysis Report By Nature (Natural, Synthetic), By Form (Powder, Liquid/Gel), By Application (Food, Beverages, Others), And Segment Forecasts, 2025 - 2033

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Abstracts

The India flavors market size was estimated at USD 2,168 million in 2024 and is projected to reach USD 3,684.6 million by 2033, growing at a CAGR of 5.9% from 2025 to 2033. The growth can be attributed to factors such as a growing consumer base for processed food & beverages, an increasing number of people relocating to urban areas, and the growth of organised retail in the country.

Growing market penetration of ready-to-make, ready-to-eat foods, shifting nutritive preferences, and growth in consumption of gluten-free, sugar-free, alcohol-free products are other key factors fuelling growth for the flavors market in India.

With increased information accessibility, booming use of internet, influence of social media campaigns and rising research revelations about different food ingredients are some of the factors, which influence choice of food in India now. In addition, traditions, occasions, cuisines, conventional ways of food consumption and development have huge impact on food & beverages consumers across the country. International brands and domestic brands both have been paying attention to this feature of the market to present a product portfolio that can cater to a few of changing trends as well as some of the unyielding patterns of consumer behavior. This has been encouraging the key market participants from food & beverage industry to innovate constantly on every front including procurement, production and processes. For instance, in March 2023, PepsiCo India launched the Crop Intelligence Model in Collaboration with Cropin. The new initiative under PepsiCo's popular brand in the country, Lay's, is aimed at helping

potato farmers maximize yields coupled with quality through handy dashboards on user-friendly mobile apps.

Use of natural flavors in product development has been part of India's food industry since centuries. However, the increasing cost associated with using natural flavors poses a challenge to many businesses. This has led to unceasing use of synthetic flavors, which can be developed or procured at a lower cost than natural flavors. Synthetic flavors are widely used by beverage companies in the country to attain a hint of desired flavor without the addition of real fruit, which might reduce the shelf life of beverages and significantly increase the cost of making.

Growing health awareness has also influenced the market, prompting a shift toward natural, organic, and clean-label flavor solutions. This trend is particularly prominent among urban, health-conscious consumers who prefer products free from artificial additives and aligned with Ayurvedic or functional health principles. As a result, companies are increasingly investing in plant-based extracts, herbal infusions, and spice-based formulations to meet domestic demand and serve India's growing role as an export hub for natural ingredients.

India Flavors Market Report Segmentation

This report forecasts revenue growth at country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the India flavors market report based on nature, form, and application.

Nature Outlook (Revenue, USD Million, 2021 - 2033)

Natural

Synthetic

Form Outlook (Revenue, USD Million, 2021 - 2033)

Powder

Liquid/Gel

Application Outlook (Revenue, USD Million, 2021 - 2033)

Food

Dairy Products

Bakery & Confectionery

Supplements & Nutrition Products

Meat & Seafood Products

Snacks

Pet Foods

Sauces, Dressings & Condiments

Others (plant-based food, baby food, etc.)

Beverages

Juices & Juice Natural

Functional Beverages

Alcoholic Beverages

Carbonated Soft Drinks

Others (Smoothies, Coffee, etc.)

Others (Tobacco products, pharmaceuticals, etc.)

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