

India Cooking Paste Market Report by Pack Size (Less Than 300 g, 300-500 g, and More Than 500 g), Packaging Type (Pouches, Bottles, and Others), Distribution Channel (Modern Trade, General Trade, and Online/E-Commerce), and Region 2023-2028

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Abstracts

The India cooking paste market size reached INR 357 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 1,139 Crore by 2028, exhibiting a growth rate (CAGR) of 21.3% during 2022-2028. The growing demand for organic and chemical-free products, wide availability through various distribution channels, and rising number of cafes, hotels, restaurants, bars, clubs, and pubs represent some of the key factors driving the market.

Cooking paste is a thick and concentrated mixture of various ingredients, such as herbs, spices, oils, and aromatics, which is used to enhance the flavor of a dish. It comprises tomato, ginger, garlic, curry, pesto, fish, chili, tamarind, seed and nut, and fruit paste. It is a rich source of essential nutrients, such as proteins, vitamins, minerals, and fiber. It is cost-effective, convenient, easy to use, and eliminates the need to measure individual ingredients. It can be easily stored for a longer period and assists in enhancing the taste of dishes and reducing the time to chop, cut, and blend ingredients. As it also aids in preventing the risk of various diseases and infections by boosting immunity, the demand for cooking paste is rising in India.

India Cooking Paste Market Trends:

At present, the increasing adoption of cooking paste with no artificial chemicals and preservatives among working and health-conscious consumers represents one of the key factors contributing to the market growth in India. In addition, the growing demand for on-the-go products among consumers due to their hectic lifestyles and busy

schedules is offering a positive market outlook in the country. Apart from this, the rising number of cafes, hotels, restaurants, bars, clubs, and pubs is providing lucrative growth opportunities to industry investors. Moreover, there is an increase in the demand for cost-effective, safe, and fresh food ingredients among individuals. This, coupled with the rising adoption of organic and natural cooking paste, is strengthening the growth of the market in India. Besides this, the growing demand for cooking paste due to the increasing adoption of Western culture is positively influencing the market in the country. Additionally, the wide availability of cooking paste through various distribution channels, such as hypermarkets, supermarkets, and convenience and online stores, is propelling the growth of the market. In line with this, the rising utilization of cooking paste for multiple dishes that provide authentic taste to consumers is impelling the growth of the market. Furthermore, the increasing adoption of garlic paste, as it has anti-inflammatory, antioxidative, antibacterial, and anticancer properties, is supporting the growth of the market in India.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India cooking paste market, along with forecasts at the regional and country levels from 2023-2028. Our report has categorized the market based on pack size, packaging type, and distribution channel.

Pack Size Insights:

Less Than 300 g
300 to 500 g
More Than 500 g

The report has provided a detailed breakup and analysis of the India cooking paste market based on the pack size. This includes less than 300 g, 300 to 500 g, and more than 500 g. According to the report, less than 300 g represented the largest segment.

Packaging Type Insights:

Pouch
Bottles
Others

A detailed breakup and analysis of the India cooking paste market based on the packaging type has also been provided in the report. This includes pouch, bottles, and

others. According to the report, pouch accounted for the largest market share.

Distribution Channel Insights:

Modern Trade
General Trade
Online/E-commerce

A detailed breakup and analysis of the India cooking paste market based on the distribution channel has also been provided in the report. This includes modern trade, general trade, and online or e-commerce. According to the report, general trade accounted for the largest market share.

Regional Insights:

North India
South India
West and Central India
East India
Northeast India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, South India, West and Central India, East India, and Northeast India. According to the report, North India was the largest market for cooking paste. Some of the factors driving the North India market included the growing demand for convenient and easy to use ingredients, rising influence of western culture, increasing utilization to provide authentic taste, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India cooking paste market. Detailed profiles of all major companies have been provided. Some of the companies covered include Smith and Jones, Mother's Recipe, Nilon's Enterprises Pvt. Ltd, Dabur India Limited, Everest Foods, Aachi Foods, Catch Foods, Priya Foods, Swad Foods, Nestle, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the India cooking paste market performed so far, and how will it perform in the coming years?

- What are the drivers, restraints, and opportunities in the India cooking paste market?
- What is the impact of each driver, restraint, and opportunity on the India cooking paste market?
- What is the breakup of the market based on the pack size?
- Which is the most attractive pack size in the cooking paste market?
- What is the breakup of the market based on the packaging type?
- Which is the most attractive packaging type in the cooking paste market?
- What is the breakup of the market based on the distribution channel?
- Which is the most attractive distribution channel in the cooking paste market?
- What is the competitive structure of the India cooking paste market?
- Who are the key players/companies in the India cooking paste market?

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