

India Packaged Jaggery Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The India packaged jaggery market size reached INR 55.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 122.1 Billion by 2028, exhibiting a growth rate (CAGR) of 14.1% during 2023-2028.

Jaggery refers to a type of unrefined sugar that is primarily extracted from the sugarcane plant. It is widely consumed across the Indian Subcontinent and Southeast Asian countries as a healthier alternative to white sugar. Jaggery is popularly known as 'medicinal' sugar owing to the high value of calcium, magnesium, phosphorus, B-complex vitamin, iron, etc. As a result, it offers several health benefits including, increasing blood hemoglobin levels, reducing water retention, preventing anemia, lowering rheumatic afflictions, boosting immunity, regulating blood glucose, etc. Some of the common variants of jaggery that are available in India comprise of sugarcane jaggery, palm jaggery, and coconut jaggery.

India Packaged Jaggery Market Trends:

In India, the expanding food packaging sector, along with the rising consumer consciousness towards food hygiene and cleanliness, is primarily driving the demand for packaged jaggery. Furthermore, the increasing health concerns towards the high prevalence of diabetes, CVDs, obesity, etc., are leading to a shift from white sugar towards jaggery. In line with this, the growing awareness towards numerous associated health benefits of jaggery in relieving fatigue, improving bone health, maintaining blood pressure levels, etc., is also augmenting the market for packaged jaggery in India. Additionally, jaggery is one of most common ingredients used in several traditional Indian cuisines as sweetener, flavoring agent, and color enhancer. With the elevating levels of urbanization and improving consumer living standards, there is a significant

demand for processed and premium-quality food products, including packaged jaggery. Apart from this, the introduction of numerous stringent norms by Food Safety and Standards Authority of India (FSSAI) for food labeling and maintaining product safety during processing and packaging of jaggery is positively influencing the regional market. Moreover, the growing consumer inclination towards clean-label and organic product variants with no added colors, synthetic flavors, preservatives, etc., is also propelling the market for packaged jaggery in India. Besides this, the wide product availability across both brick-and-mortar and e-commerce platforms is further catalyzing the sales of packaged jaggery. With the outbreak of the COVID-19 pandemic, there has been a considerable shift from open and loose jaggery towards packaged variants to mitigate the risk of infection, which is anticipated to drive the India market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India packaged jaggery market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product type, form, pack type, pack size and distribution channel.

Breakup by Product Type:

- Sugarcane Jaggery
- Palm Jaggery
- Coconut Jaggery

Breakup by Form:

- Powder/Granules
- Block
- Liquid

Breakup by Pack Type:

- Plastic Pouches
- Jars
- Others

Breakup by Pack Size:

500 gm
1000 gm
250 gm
Others

Breakup by Distribution Channel:

General Trade
Modern Trade
Online

Breakup by Region:

North India
West & Central India
South India
East India

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being 24 Mantra Organic, A.K.S. Trading Corporations, B&B Organics, Desi Village Agro Foods India (P) Ltd, Dhampur Green, Geographical Indications Tagged World Premium Products Pvt Ltd, Maple Leaf Project, Miltop Exports, Nutriplato, Organic India Pvt Ltd (Fab India), Organic Tattva (Mehrotra Consumer Products Pvt.), Patanjali Ayurveda Limited, Sriveda Sattva Private Limited, Truefarm, Two Brothers Organic Farms and Vayam.

Key Questions Answered in This Report

1. What was the size of the India packaged jaggery market in 2022?
2. What is the expected growth rate of the India packaged jaggery market during 2023-2028?
3. What has been the impact of COVID-19 on the India packaged jaggery market?
4. What are the key factors driving the India packaged jaggery market?
5. What is the breakup of the India packaged jaggery market based on the product type?
6. What is the breakup of the India packaged jaggery market based on the form?
7. What is the breakup of the India packaged jaggery market based on the pack type?
8. What is the breakup of the India packaged jaggery market based on the pack size?

9. What is the breakup of the India packaged jaggery market based on the distribution channel?
10. What are the key regions in the India packaged jaggery market?
11. Who are the key players/companies in the India packaged jaggery market?

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