

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

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## Abstracts

The India packaged sweets market size reached INR 5,230.7 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 15,057.2 Crore by 2028, exhibiting a growth rate (CAGR) of 19.1% during 2023-2028.

Sweets refer to desserts that are made from different ingredients, such as, milk derivatives, besan, cereal and pulses, wheat flour, dry fruits, etc. These sweets are packaged into boxes, plastic containers and tin cans depending on their physical forms and textures. In India, some of the common packaged sweets include rasgulla, gulab jamun, barfi, peda, soan papdi, laddoo, cham cham, rajbhog, etc. Packaged sweets have higher shelf-life and hence, can be transported over longer distances. Moreover, these products are certified by government organizations, specifically FSSAI, which ensures the high quality of the packaged product.

### India Packaged Sweets Market Trends:

In India, the expanding food packaging sector, along with the increasing consumer consciousness towards food hygiene and cleanliness, is primarily driving the packaged sweets market. Furthermore, the rising working women population and their hectic work schedules have led to the shifting preferences from traditional or home-cooked sweets towards packaged, ready-to-serve variants. Apart from this, the prevalent trend of gifting sweets as a part of Indian culture during several social and cultural gatherings, such as weddings, festivals, celebrations, etc., is acting as a significant growth-inducing factor. Additionally, the introduction of numerous stringent norms for food labeling and maintaining product safety during preparation and packaging of sweets, is also propelling the market growth in India. Besides this, the emergence of luxurious sweet brands in India that focus on delivering numerous variants ranging from traditional

mithais to organic, vegan, and lactose-free sweets, is positively influencing the market growth. With the outbreak of the COVID-19 pandemic, there has been a considerable shift from open and loose sweets towards packaged variants to mitigate the risk of infection. Moreover, continuous advancements in the packaging technologies, including biodegradable packaging, nanofabrication, and flexible packaging, for sweets are expected to further drive the India packaged sweets 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 sweets market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product type, ingredient type, packaging type and distribution channel.

#### Breakup by Product Type:

- Rasgulla and Gulab Jamun
- Barfi
- Soan Papdi
- Peda
- Laddoo
- Others

#### Breakup by Ingredient Type:

- Milk and Milk Derivatives
- Cereal and Pulses
- Dry Fruits
- Fruits and Vegetables
- Others

#### Breakup by Packaging Type:

- Boxes
- Tin Cans
- Plastic Containers

#### Breakup by Distribution Channel:

Own Brand Stores  
Convenience Stores  
Supermarkets and Hypermarkets  
E-Commerce  
Milk Outlets

Breakup by Region:

North India  
West and 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 Banchharam, Bikanervala Foods Private Limited, Bikaji Food International Limited, Bihar State Co-operative Milk Producers Federation Limited (COMFED), Gujarat Co-operative Milk Marketing Federation Limited, Haldiram's, Karnataka Co-operative Milk Producers Federation Limited (KMF), KC Das Private Limited, Lal Sweets Private Limited, Orissa State Co-operative Milk Producers Federation Limited (OMFED), Parag Milk Foods Limited, and Tamil Nadu Co-operative Milk Producers Federation Limited (TCMF).

Key Questions Answered in This Report

1. What was the size of the India packaged sweets market in 2022?
2. What is the expected growth rate of the India packaged sweets market during 2023-2028?
3. What has been the impact of COVID-19 on the India packaged sweets market?
4. What are the key factors driving the India packaged sweets market?
5. What is the breakup of the India packaged sweets market based on the product type?
6. What is the breakup of the India packaged sweets market based on the ingredient type?
7. What is the breakup of the India packaged sweets market based on the packaging type?
8. What is the breakup of the India packaged sweets market based on the distribution channel?
9. What are the key regions in the India packaged sweets market?
10. Who are the key players/companies in the India packaged sweets market?

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