

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

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Abstracts

The India quinoa market size reached 62,263 Tons in 2022. Looking forward, IMARC Group expects the market to reach 232,991 Tons by 2028, exhibiting a growth rate (CAGR) of 24.6% during 2022-2028.

Quinoa refers to a whole grain crop, belonging to the Amaranth family, which produces edible seeds and leaves. It is a gluten-free food product containing a high amount of zinc, iron, fibers, antioxidants, vitamin B and E, etc. Quinoa aids in reducing the risk of cardiovascular diseases, improving metabolism, controlling high blood pressure levels, enhancing skin health, maintaining blood sugar, etc. In India, it is widely adopted across diverse sectors, including food and beverages, cosmetics, pharmaceuticals, animal feed, etc.

The rising consumer health concerns towards the high prevalence of numerous lifestyle diseases, including diabetes, obesity, cardiovascular ailments, gastrointestinal disorders, etc., are primarily driving the demand for quinoa in the country. Furthermore, the growing consumer awareness towards numerous health benefits of quinoa in maintaining blood cholesterol, improving immunity, promoting healthy gut microbes, and managing hypertension, is also propelling the market growth. Additionally, the increasing adoption of healthy dietary patterns is further augmenting the consumption of low-calorie and gluten-free products, such as quinoa. Apart from this, the rising popularity of western food trends in India has led to the wide availability of quinoa-based bread, pasta, noodles, cookies, etc. Moreover, the hectic consumer work schedules and sedentary lifestyles are catalyzing the demand for convenient and ready-to-eat food options, including quinoa-based muesli and flakes. Besides this, the expanding cosmetic and personal grooming sector in India is further bolstering the utilization of quinoa for dark spot reduction, skin rejuvenation, acne treatment, etc. Additionally, the Indian government has introduced numerous initiatives for promoting the cultivation of drought-tolerant and sustainable crops, such as quinoa, which will further continue to

drive the market growth in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India quinoa market report, along with forecasts at the country and state levels from 2023-2028. Our report has categorized the market based on source, product type, end use, application and distribution channel.

Breakup by Source:

Organic

Conventional

Breakup by Product Type:

Red Quinoa

Black Quinoa

White Quinoa

Others

Breakup by End Use:

Ingredient

Packaged Food

Breakup by Application:

Food and Beverages

Cosmetics

Pharmaceuticals

Animal Feed

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Traditional Retail Stores

Convenience Stores

Online

Others

Breakup by State:

Rajasthan

Andhra Pradesh

Uttar Pradesh

Maharashtra

Himachal Pradesh

Tamil Nadu

Madhya Pradesh

Uttarakhand

Haryana

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Agrophilia, Kilaru Naturals Private Limited, KRBL Limited, Organic India Private Limited, Queens Quinoa, Quessentials Private Limited, Rapid Organic Pvt. Ltd, Shubhlaxmi Industries and True Elements.

Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the India quinoa market?

What are the key regional markets?

What is the breakup of the market based on the source?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the end use?

What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the India quinoa market and who are the key players?

What is the degree of competition in the industry?

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