

# Indian Bakery Market Report by Product Type (Biscuit, Bread, Cakes and Pastries, Rusk), Distribution Channel (Convenience Stores, Supermarkets and Hypermarkets, Independent Retailers, Artisanal Bakeries, Online, and Others), and Region 2024-2032

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## Abstracts

The Indian bakery market size reached US\$ 12.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 29.4 Billion by 2032, exhibiting a growth rate (CAGR) of 9.6% during 2024-2032. The growing population and changing consumer preferences, driven by factors such as western food trends, increased consumption of cakes and RTE food, and expanding retail and e-commerce sectors, are fueling the Indian bakery market growth/demand. This, in turn, is prompting manufacturers to introduce healthier options and invest in R&D to meet the evolving consumer demand.

A bakery is an establishment that prepares and sells flour-based baked products, such as bread, tortilla, cookies, donuts, cakes, pastries, and pies. These products are prepared using a variety of grains, such as rye, maize, wheat, and oats. They offer essential nutrients and are rich in calcium, fiber, iron, energy, fat, protein, vitamins, and minerals that promote health. Besides this, bakery products offer convenience and affordability to consumers, thereby gaining immense popularity across India.

Indian Bakery Market Trends:

The growing population is resulting in the increasing demand for bakery food products in India. This represents one of the key factors positively influencing the market. In addition, the rising consumption of bread, biscuits, and fast-moving consumer goods (FMCG) is contributing to market growth. Apart from this, the increasing influence of

western food trends is catalyzing the demand for bakery products in the country. This, in confluence with the rising consumption of cakes on birthdays and other special occasions, is stimulating market growth. Along with this, the burgeoning food and beverage (F&B) industry, coupled with the expansion of quick service restaurants (QSRs) and fast-food chains, is increasing the usage of bread for preparing sandwiches, soups, burgers, and snacks. Additionally, hectic lifestyles and changing dietary patterns are driving the consumption of ready-to-eat (RTE) food and bakery products, which, in turn, are creating a positive outlook for the market in India. Furthermore, the rising health awareness among individuals is propelling manufacturers to introduce healthy, low trans-fat, multi-grain, and whole wheat bakery products. Besides this, the expansion of hypermarkets, supermarkets, convenience stores, and departmental stores is offering lucrative growth opportunities to manufacturers operating in the country. Furthermore, the thriving e-commerce industry that offers doorstep delivery, exciting offers, and online payment methods is augmenting the market growth. In line with this, the rising focus of leading market players on promotional activities to expand their market reach and increase profitability is impelling the market growth. They are also increasingly investing in research and development (R&D) activities to launch organoleptically improved products.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian bakery market report, along with forecasts at the country and regional level from 2024-2032. Our report has categorized the market based on product type and distribution channel.

#### Breakup by Product Type:

- Biscuit
- Cookies
- Cream Biscuits
- Glucose Biscuits
- Marie Biscuits
- Non Salt Crackers Biscuits
- Salt Crackers Biscuits
- Milk Biscuits
- Others
- Bread
- Sandwich Breads

Hamburgers  
Croissants  
Others  
Cakes and Pastries  
Packed Cupcakes  
Pastries  
Muffins  
Layer Cakes  
Donuts  
Swiss Roll  
Others  
Rusk

Biscuits are the most consumed bakery products due to their innovative flavors, designs, nutritional value, and affordable prices. Additionally, the introduction of innovative product variants is increasing their sales.

Breakup by Distribution Channel:

Convenience Stores  
Supermarkets and Hypermarkets  
Independent Retailers  
Artisanal Bakeries  
Online  
Others

Convenience stores represent the largest segment as they allow easier access to a wide variety of bakery items for consumers.

Breakup by Region:

North India  
West and Central India  
South India  
East India

On the basis of the region, the market has been segmented into North, West and Central, South, and East India.

### Competitive Landscape:

The competitive landscape of the industry has also been examined, with some of the top Indian bakery companies being Britannia Industries Limited, ITC Limited, Parle Products Private Limited and Surya Food and Agro Limited.

This report provides a deep insight into the Indian bakery market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indian bakery market in any manner.

### Key Questions Answered in This Report

1. How big is the bakery market in India?
2. What is the future of bakery in India?
3. What is the demand for bakeries?
4. Who is the target market for bakeries?
5. What are the key factors driving the Indian bakery market?
6. What has been the impact of COVID-19 on the Indian bakery market?
7. What is the breakup of the Indian bakery market based on the product type?
8. What is the breakup of the Indian biscuit market based on the product type?
9. What is the breakup of the Indian bread market based on product type?
10. What is the breakup of the Indian cakes and pastries market based on the product type?
11. What is the breakup of the Indian bakery market based on the distribution channel?
12. What are the key regions in the Indian bakery market?
13. Who are the key players/companies in the Indian bakery market?

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