

Indian Pasta Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Report Overview:

The Indian pasta market size reached US\$ 785.4 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,062 Million by 2028, exhibiting a growth rate (CAGR) of 17.52% during 2023-2028.

Pasta refers to the staple food of tradition Italian cuisine which is made using dough, water, eggs, vegetables, and oil. The dough is kneaded into various shapes some of which are known as penne, spaghetti, farfalle, fettuccine, barbine, etc. Pasta is associated with several health benefits owing to a high concentration of vitamins and minerals. Currently, the demand for pasta is gaining immense popularity in India, particularly amongst the younger population, due to expansion in food-service restaurants.

The primary factors catalysing the growth of the pasta market in India include rising urbanisation, changing lifestyles and surging demand for ready-to-eat products. In addition to this, the market is also influenced by an increasing women's employment rate coupled with rising disposable incomes. Further, the health-conscious consumers are demanding food products with healthier ingredients, which has led to a rise in the demand for pasta made with whole-wheat and quinoa. Some of the other forces that have been proactive in maintaining the market growth are longer shelf-life and ease of preparation.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indian

pasta market report, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on type, raw material, distribution channel and cuisine.

Breakup by Type:

- Dry Pasta
- Instant Pasta
- Fresh Pasta

On the basis of type, the market has been segmented as dry pasta, instant pasta and fresh pasta. Currently, dry pasta dominates the Indian pasta market, holding the majority of the market share.

Breakup by Raw Material:

- Semolina
- Refined Flour
- Durum Wheat
- Others

Based on raw materials, semolina represents the largest segment. This can be accredited to the high gluten content of semolina which helps in maintaining the shape of pasta.

Breakup by Distribution Channel:

- Institutional
- Convenience Stores
- Hypermarket/Supermarket
- E-Retailing

On the basis of distribution channels, the market is segregated as convenience stores, supermarkets/hypermarkets, institutional and e-retail. Amongst these, institutional sales exhibit a clear dominance in the pasta market in India.

Breakup by Cuisine:

White Sauce Pasta

Red Sauce Pasta

Mix Sauce Pasta

Based on cuisines, white sauce pasta represents the largest segment.

Breakup by State:

Uttar Pradesh

Delhi

Maharashtra

Gujarat

Karnataka

Tamil Nadu

Others

Region-wise, the market has been segmented into Uttar Pradesh, Delhi, Maharashtra, Gujarat, Karnataka, Tamil Nadu and others.

Competitive Landscape

The competitive landscape of the market has also been examined with some of the key players being Nestl?, ITC, Bambino, MTR and Del Monte.

This report provides a deep insight into the Indian pasta 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 pasta industry in any manner.

Key Questions Answered in This Report:

What was the size of the Indian pasta market in 2022?

What are the key factors driving the Indian pasta market?

What has been the impact of COVID-19 on the Indian pasta market?

What is the breakup of the Indian pasta market based on the type?

What is the breakup of the Indian pasta market based on the raw material?

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

What is the breakup of the Indian pasta market based on the cuisine?

What are the key regions in the Indian pasta market?

Who are the key companies/players in the Indian pasta market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIA PASTA MARKET: INDUSTRY ANALYSIS

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
 - 5.4.1 Key Price Indicators
 - 5.4.2 Price Structure
 - 5.4.3 Price Trends
- 5.5 Market Breakup by Region
- 5.6 Market Breakup by Type
- 5.7 Market Breakup by Raw Material
- 5.8 Market Breakup by Distribution Channel
- 5.9 Market Breakup by Cuisine

5.10 Market Forecast

5.11 SWOT Analysis

5.11.1 Overview

5.11.2 Strengths

5.11.3 Weaknesses

5.11.4 Opportunities

5.11.5 Threats

5.12 Value Chain Analysis

5.12.1 Overview

5.12.2 Raw Material Procurement

5.12.3 Manufacturing

5.12.4 Marketing

5.12.5 Distribution

5.12.6 End-Use

5.13 Porters Five Forces Analysis

5.13.1 Overview

5.13.2 Bargaining Power of Buyers

5.13.3 Bargaining Power of Suppliers

5.13.4 Degree of Rivalry

5.13.5 Threat of New Entrants

5.13.6 Threat of Substitutes

6 COMPETITIVE LANDSCAPE

6.1 Market Structure

6.2 Market Breakup by Key Players

7 MARKET BREAKUP BY KEY REGIONS

7.1 Uttar Pradesh

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Delhi

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Maharashtra

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Gujarat

- 7.4.1 Market Trends
- 7.4.2 Market Forecast
- 7.5 Karnataka
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6 Tamil Nadu
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast
- 7.7 Others
 - 7.7.1 Market Trends
 - 7.7.2 Market Forecast

8 MARKET BREAKUP BY TYPE

- 8.1 Dry Pasta
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Instant Pasta
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Fresh Pasta
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY RAW MATERIAL

- 9.1 Semolina
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Refined Flour
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Durum Wheat
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Others
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast

10 MARKET BREAKUP BY DISTRIBUTION CHANNEL

10.1 Institutional

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Convenience Stores

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 Hypermarket/Supermarket

10.3.1 Market Trends

10.3.2 Market Forecast

10.4 E-Retailing

10.4.1 Market Trends

10.4.2 Market Forecast

11 MARKET BREAKUP BY CUISINE

11.1 White Sauce Pasta

11.1.1 Market Trends

11.1.2 Market Forecast

11.2 Red Sauce Pasta

11.2.1 Market Trends

11.2.2 Market Forecast

11.3 Mix Sauce Pasta

11.3.1 Market Trends

11.3.2 Market Forecast

12 INDIA PASTA MARKET: CONSUMER LANDSCAPE

12.1 Consumer Mapping

12.1.1 By Age

12.1.2 By Gender

12.1.3 By Occupation

12.1.4 By Lifestyle

12.1.5 By Education Attainment

12.1.6 By Consumption Type (Institution)

12.2 Consumer Buying Habits

12.3 Key Reasons driving the Purchase of Pasta

13 COMPANY PROFILES

13.1 Nestle India Limited

13.2 ITC Limited

13.3 Bambino Agro Industries Limited

13.4 Del Monte

13.5 MTR Foods Private Limited

List Of Tables

LIST OF TABLES

Table 1: India: Pasta Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Pasta Market Forecast: Breakup by Region (in '000 Tons), 2023-2028

Table 3: India: Pasta Market Forecast: Breakup by Type (in '000 Tons), 2023-2028

Table 4: India: Pasta Market Forecast: Breakup by Raw Material (in '000 Tons),
2023-2028

Table 5: India: Pasta Market Forecast: Breakup by Distribution Channel (in '000 Tons),
2023-2028

Table 6: India: Pasta Market Forecast: Breakup by Cuisine (in '000 Tons), 2023-2028

Table 7: India: Survey on Pasta Market: Results Based on Customer Habits

Table 8: India: Survey on Pasta Market: Results Based on Customer Preferences

Table 9: India: Pasta Market: Key Factors for Choosing Instant Pasta

Table 10: Nestle: Key Financials (in INR Million)

Table 11: ITC Limited: Key Financials (in INR Million)

Table 12: Bambino Agro Industries Limited: Key Financials (in INR Million)

List Of Figures

LIST OF FIGURES

- Figure 1: India: Pasta Market: Major Drivers and Challenges
- Figure 2: India: Pasta Market: Production Volume (in '000 Tons), 2017-2022
- Figure 3: India: Pasta Market: Consumption Volume (in '000 Tons), 2017-2022
- Figure 4: India: Pasta Market: Sales Value (in Million US\$), 2017-2022
- Figure 5: India: Pasta Market: Average Prices (in US\$/Ton), 2017-2028
- Figure 6: Pasta Market: Price Structure
- Figure 7: India: Pasta Market: Breakup by Region (in %), 2022
- Figure 8: India: Pasta Market: Breakup by Type (in %), 2022
- Figure 9: India: Pasta Market: Breakup by Raw Material (in %), 2022
- Figure 10: India: Pasta Market: Breakup by Distribution Channel (in %), 2022
- Figure 11: India: Pasta Market: Breakup by Cuisine (in %), 2022
- Figure 12: India: Pasta Market Forecast: Production Volume (in '000 Tons), 2023-2028
- Figure 13: India: Pasta Market Forecast: Consumption Volume (in '000 Tons), 2023-2028
- Figure 14: India: Pasta Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: India: Pasta Industry: SWOT Analysis
- Figure 16: India: Pasta Industry: Value Chain Analysis
- Figure 17: India: Pasta Industry: Porter's Five Forces Analysis
- Figure 18: India: Pasta Market: Breakup by Key Players (in %), 2022
- Figure 19: Uttar Pradesh: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 20: Uttar Pradesh: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 21: Delhi: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 22: Delhi: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 23: Maharashtra: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 24: Maharashtra: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 25: Gujarat: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 26: Gujarat: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 27: Karnataka: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 28: Karnataka: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 29: Tamil Nadu: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 30: Tamil Nadu: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028
- Figure 31: Others: Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022
- Figure 32: Others: Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 33: India: Dry Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 34: India: Dry Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 35: India: Instant Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 36: India: Instant Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 37: India: Fresh Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 38: India: Fresh Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 39: India: Semolina Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 40: India: Semolina Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 41: India: Refined Flour Pasta Market: Sales Volume (in '000 Tons), 2017 &
2022

Figure 42: India: Refined Flour Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 43: India: Durum Wheat Pasta Market: Sales Volume (in '000 Tons), 2017 &
2022

Figure 44: India: Durum Wheat Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 45: India: Other Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 46: India: Other Pasta Market Forecast: Sales Volume (in '000 Tons), 2023-2028

Figure 47: India: Pasta Market: Sales through Institutional (in '000 Tons), 2017 & 2022

Figure 48: India: Pasta Market Forecast: Sales through Institutional (in '000 Tons),
2023-2028

Figure 49: India: Pasta Market: Sales through Convenience Stores (in '000 Tons), 2017
& 2022

Figure 50: India: Pasta Market Forecast: Sales through Convenience Stores (in '000
Tons), 2023-2028

Figure 51: India: Pasta Market: Sales through Hypermarket/Supermarket (in '000 Tons),
2017 & 2022

Figure 52: India: Pasta Market Forecast: Sales through Hypermarket/Supermarket (in
'000 Tons), 2023-2028

Figure 53: India: Pasta Market: Sales through E-Retailing (in '000 Tons), 2017 & 2022

Figure 54: India: Pasta Market Forecast: Sales through E-Retailing (in '000 Tons),
2023-2028

Figure 55: India: White Sauce Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 56: India: White Sauce Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 57: India: Red Sauce Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 58: India: Red Sauce Pasta Market Forecast: Sales Volume (in '000 Tons),

2023-2028

Figure 59: India: Mix Sauce Pasta Market: Sales Volume (in '000 Tons), 2017 & 2022

Figure 60: India: Mix Sauce Pasta Market Forecast: Sales Volume (in '000 Tons),
2023-2028

Figure 61: India: Pasta Market: Breakup by Age Group (in %), 2022

Figure 62: India: Pasta Market: Breakup by Gender Type (in %), 2022

Figure 63: India: Pasta Market: Breakup by Occupation (in %), 2022

Figure 64: India: Pasta Market: Breakup by Lifestyle (in %), 2022

Figure 65: India: Pasta Market: Breakup by Education Attainment (in %), 2022

Figure 66: India: Pasta Market: Breakup by Consumption (Institutional) Type (in %),
2022

Figure 67: India: Pasta Market: Factors Driving the Purchase of Raw Pasta (in %)

Figure 68: India: Pasta Market: Factors driving the purchase of Pasta Cuisine (in %),
2022

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