

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, barbina, 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?

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