

# Pan Masala Market in India: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The pan masala market in India size reached INR 43,410.2 Crore in 2022. Looking forward, IMARC Group expects the market to reach INR 53,672.3 Crore by 2028, exhibiting a growth rate (CAGR) of 3.4% during 2023-2028. The rising disposable incomes of consumers, increasing adoption of effective marketing strategies by key players and the growing availability of premium quality innovative pan masala represent some of the key factors driving the market.

Pan masala is a blend of spices with crushed areca nuts, slaked lime, catechu, and various flavorings. It contains fennel seeds, cloves, cardamom, and saffron combined with rose essence and sandalwood oil to provide a pleasant fragrance. It is usually served as a mouth freshener towards the end of meals to provide a cooling sensation inside the mouth and aid the stomach in digesting spicy food. Pan masala is available in sachets and tin containers to retain the fragrance and taste of the product for a long period. It is considered an alternative to various tobacco-infused products which are responsible for causing cancers. As pan masala is affordable and easily available, it is extensively consumed in both rural and urban parts of India.

### India Pan Masala Market Trends:

At present, there is a rise in the sales of pan masala across India on account of the rising disposable income levels of consumers. Besides this, the increasing adoption of innovative business models, coupled with effective advertising campaigns adopted by pan masala key companies operating in the country like celebrity endorsements to extend their consumer base, is propelling the growth of the market. Moreover, key players are introducing herbal pan masala containing vitamin C, which is effective in providing a relaxing effect to the mind and helps to cure insomnia and eliminate free radicals from the body. They are also manufacturing sugar-free pan masala for diabetic

individuals, which is bolstering the growth of the market. Apart from this, the increasing utilization of high-quality packaging to enhance the overall outlook of the product is contributing to the growth of the market. In addition, the growing production of innovative flavored pan masala containing chocolate, gulkand or sweet-dried rose petals, silver-coated cardamom seeds and betel nuts, and shredded coconut is offering a favorable market outlook. Furthermore, there is an increase in the number of retail shops, convenience stores, and supermarkets selling pan masala to boost product sales. This, coupled with the rising accessibility of various raw materials in the country required for manufacturing pan masala, is expected to support the growth of the market in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the pan masala market in India, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on type, price and packaging.

#### Type Insights:

- Pan Masala with Tobacco
- Plain Pan Masala
- Flavored Pan Masala
- Others

The report has provided a detailed breakup and analysis of the pan masala market in India based on the type. This includes pan masala with tobacco, plain pan masala, flavored pan masala and others. According to the report, pan masala with tobacco represented the largest segment.

#### Price Insights:

- Premium
- Non-Premium

A detailed breakup and analysis of the pan masala market in India based on price has also been provided in the report. This includes premium and non-premium. According to the report, non-premium accounted for the largest market share.

#### Packaging Insights:

Pouch  
Cans  
Others

A detailed breakup and analysis of the pan masala market in India based on the packaging has also been provided in the report. This includes pouch, cans and others. According to the report, pouch accounted for the largest market share.

State Insights:

Uttar Pradesh  
Bihar  
Maharashtra  
Madhya Pradesh  
Odisha  
Jharkhand  
Delhi  
Others

The report has also provided a comprehensive analysis of all the major regional markets that include Uttar Pradesh, Bihar, Maharashtra, Madhya Pradesh, Odisha, Jharkhand, Delhi, and others. According to the report, Uttar Pradesh was the largest market for pan masala in India. Some of the factors driving the Uttar Pradesh pan masala market included the growing availability of pan masala in various stores, increasing consumption of smokeless tobacco products, affordable pricing etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India pan masala market. Detailed profiles of all major companies have also been provided.

Key Questions Answered in This Report

1. What was the Indian pan masala market size in 2022?
2. What are the major drivers in the pan masala market in India?
3. What are the key industry trends of the Indian pan masala market?
4. What is the breakup by type of the Indian pan masala market?
5. What is the breakup by price of the Indian pan masala market?
6. What is the breakup by packaging of the Indian pan masala market?
7. What are the major regional pan masala markets in India?

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