

# **India Biscuit Market, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers, Others), By Packaging (Pouches/Packets, Boxes, Cans/Jars, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, and Others (Departmental Stores)), By Region, Competition Forecast and Opportunities, 2029F**

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## **Abstracts**

The India biscuit market has achieved a valuation of USD4.5 billion in 2023 and is poised to experience robust growth during the projected period, with a Compound Annual Growth Rate (CAGR) of 9.4% through 2029. The Indian biscuit market is characterized by its dynamic and evolving nature, shaped by shifts in consumer preferences, dietary trends, and competitive strategies. Biscuits, a widely favored snack choice, have seamlessly integrated themselves into the fabric of Indian snacking habits. The market's expansion is driven by several key factors. Firstly, the evolution of consumer lifestyles and the increasing demand for convenient, on-the-go snack options have notably contributed to the market's growth. Biscuits offer a swift and portable choice, catering effectively to urban populations with busy schedules and the burgeoning trend of inter-meal snacking. Secondly, the growing emphasis on health-consciousness is influencing the types of biscuits consumers opt for. Consumers are progressively seeking healthier alternatives, compelling manufacturers to introduce biscuits with lower sugar content, whole grains, and enhanced nutritional value. This shift has given rise to segments such as 'digestive' and 'nutri' biscuits, catering specifically to health-conscious individuals.

The proliferation of modern retail avenues, including supermarkets, hypermarkets, and online platforms, has broadened the distribution and accessibility of biscuits. This

expansion, coupled with effective marketing strategies and brand promotions, has led to increased visibility and greater consumer engagement.

#### Key Market Drivers:

**Changing Consumer Lifestyles and Snacking Habits:** The rapid evolution of consumer lifestyles and the emergence of new snacking habits have become pivotal drivers of the biscuit market's growth in India. Urbanization, coupled with busy schedules and the increasing prevalence of dual-income households, has led to changes in eating patterns. Traditional meal structures have been challenged, resulting in a higher demand for convenient, on-the-go snack options. Biscuits, with their portability, ease of consumption, and varied flavors, align perfectly with this trend. They provide a quick, satiating snack that can be enjoyed anytime and anywhere, making them an essential component of the modern Indian snacking landscape.

**Health and Wellness Consciousness:** The growing focus on health and wellness is another crucial driver shaping the India biscuit market. As consumers become more health-conscious, there is a rising demand for biscuits that offer better nutritional profiles. To cater to this trend, manufacturers are introducing healthier biscuit variants that are low in sugar, trans fats, and artificial additives. The market has witnessed the emergence of segments like 'digestive' and 'nutri' biscuits, which capitalize on the health-conscious consumer seeking alternatives to traditional high-calorie snacks. This driver showcases the industry's adaptability to consumer demands for products that align with their dietary and wellness goals.

**Flavor Diversification and Product Innovation:** Flavor diversification and innovative product offerings constitute another significant driver fueling the growth of the biscuit market in India. Manufacturers are continuously introducing new flavors, textures, and formats to capture consumer interest and create brand differentiation. From classic flavors to novel combinations inspired by regional tastes, the market is embracing variety like never before. The introduction of seasonal and festival-specific biscuit lines further amplifies this trend. Innovation goes beyond flavors, extending to packaging formats, sizes, and product categories, catering to a wide range of consumer preferences and occasions.

**Expansion of Distribution Channels:** The expansion of distribution channels, particularly the growth of modern retail formats, has been instrumental in propelling the biscuit market's reach and accessibility. Supermarkets, hypermarkets, and online grocery platforms have redefined how consumers access biscuit products. These organized

retail spaces offer greater shelf visibility, allowing manufacturers to showcase their products more effectively. This has led to increased consumer engagement and an opportunity to create a strong brand presence. Additionally, the expansion of distribution channels has facilitated the penetration of biscuits into remote and rural areas, ensuring broader market coverage and consumer engagement.

#### Key Market Challenges:

**Health and Nutritional Concerns:** Despite the growth of healthier biscuit variants, the prevalent consumption of traditional biscuits with high sugar and trans-fat content remains a concern. Health-conscious consumers are increasingly scrutinizing their dietary choices, and the high-calorie nature of many biscuit products raises alarms. The challenge lies in striking a balance between meeting consumer demands for taste and affordability while offering more health-conscious options. Manufacturers need to innovate further to enhance the nutritional profiles of their products without compromising on taste and texture. Communicating the nutritional benefits effectively to consumers is also crucial to steer them towards healthier alternatives.

**Regulatory and Quality Standards:** The biscuit market in India faces challenges related to regulatory compliance and maintaining consistent quality standards. Stringent regulations regarding labeling, nutritional information, and ingredient sourcing require manufacturers to continuously monitor and update their packaging and production processes. Ensuring that products adhere to quality standards and safety regulations can be particularly challenging for small and medium-sized manufacturers. Harmonizing the diverse regulations across different states and regions presents a complex task, impacting the smooth functioning of the industry and hindering growth potential.

**Competition and Brand Differentiation:** The intense competition within the biscuit market poses a significant challenge for manufacturers aiming to establish and maintain their brands. The market is flooded with a multitude of biscuit brands offering various flavors, textures, and price points. As a result, brand differentiation becomes a crucial aspect of gaining consumer loyalty and market share. Manufacturers need to invest in creative marketing strategies, innovative product offerings, and memorable packaging designs to stand out in a crowded market. Balancing the need for differentiation with the risk of over-saturation and excessive product proliferation presents a complex challenge, requiring a deep understanding of consumer preferences and market trends.

#### Key Market Trends:

**Flavor Innovation and Customization:** The Indian biscuit market is witnessing a surge in flavor innovation and customization. Manufacturers are exploring a diverse range of flavors inspired by regional tastes and international cuisines. From traditional Indian spices to international favorites, the flavor profiles of biscuits are expanding to cater to a wide range of palates. This trend not only appeals to consumers' adventurous tastes but also creates a sense of novelty and excitement around biscuit consumption.

Additionally, seasonal and festival-specific flavors are being introduced to align with cultural celebrations, further enhancing consumer engagement and market penetration.

**Premiumization and Artisanal Offerings:** The premiumization trend is gaining momentum in the India biscuit market. Consumers are increasingly willing to pay a premium for unique, high-quality biscuit products that offer an artisanal touch. Artisanal and gourmet biscuits, often made with premium ingredients and presented in elegant packaging, are capturing the attention of discerning consumers. These offerings cater to consumers seeking not just a snack but a culinary experience. Manufacturers are leveraging this trend by focusing on the craftsmanship, authenticity, and storytelling associated with their products. This trend is not only elevating the perception of biscuits but also contributing to higher value sales within the market.

**Sustainability and Ethical Consumption:** The sustainability trend is gaining prominence in the India biscuit market as consumers become more conscious of their environmental impact. Manufacturers are responding by adopting sustainable practices, including responsible sourcing of ingredients, eco-friendly packaging, and reduced food waste. Biscuits that are organic, gluten-free, and free from artificial additives are resonating with consumers who prioritize ethical consumption. Brands that communicate their commitment to sustainability and social responsibility are likely to build stronger connections with environmentally conscious consumers. This trend not only reflects a shift in consumer values but also presents a strategic opportunity for manufacturers to differentiate their brands and products in a competitive market.

## Health and Wellness

**Innovation:** The trend towards health and wellness has strongly impacted the India biscuit market. Consumers are increasingly seeking snacks that offer better nutritional value without compromising on taste. In response, manufacturers are introducing a wide array of healthier biscuit options. Digestive biscuits, multigrain varieties, and biscuits fortified with vitamins, minerals, and dietary fiber are gaining popularity among health-conscious consumers. Additionally, biscuits with reduced sugar content, lower trans fats, and natural ingredients are being developed to cater to the growing demand for

healthier snacking alternatives. This trend aligns with the broader global movement towards better-for-you snacks, reflecting a growing awareness of the relationship between diet and well-being.

Segmental Insights:

Product Type Insights:

Cracker biscuits have witnessed a substantial surge in demand within the dynamic India biscuit market. These biscuits, known for their distinct texture, crunchiness, and versatility, have gained popularity due to evolving consumer preferences, changing snacking habits, and their compatibility with diverse culinary trends. Cracker biscuits are appreciated for their ability to serve as a blank canvas for various toppings, spreads, and dips, making them an ideal choice for both traditional and contemporary palates. As Indian consumers embrace global cuisine influences and seek novel snacking experiences, the appeal of cracker biscuits as a vehicle for experimentation and customization has grown significantly. Moreover, cracker biscuits align well with health-conscious trends, as many varieties are positioned as low-calorie, low-sugar, and even whole grain options. Their comparatively simpler ingredient lists often resonate with consumers seeking cleaner, more transparent food choices.

The convenience factor further enhances the demand for cracker biscuits, offering a convenient, ready-to-eat option for on-the-go consumption, snacking, or even light meal accompaniments. Their longer shelf life and portability make them suitable for urban, fast-paced lifestyles. In a market increasingly focused on health, convenience, and diverse flavors, the growing demand for cracker biscuits is a testament to their ability to cater to a wide spectrum of consumer needs and preferences. As manufacturers continue to innovate, introducing flavors, ingredients, and packaging formats that resonate with the Indian palate, the popularity of cracker biscuits is expected to remain on an upward trajectory.

Regional Insights:

North India stands as a promising and growing segment within the India biscuit market, driven by unique regional tastes, changing consumer habits, and evolving snacking preferences. This region's rich culinary heritage and diverse palates have contributed to the demand for a wide array of biscuit flavors and types, presenting both challenges and opportunities for manufacturers. In North India, where traditional snacks like namkeens and samosas have long held sway, biscuit consumption has been on the rise due to

shifting lifestyles and increased urbanization. As more consumers in this region opt for convenient, on-the-go snacking options, biscuit manufacturers are tailoring their offerings to cater to the unique tastes and preferences of North Indian consumers.

The demand for both traditional and innovative biscuit flavors aligns with North India's cultural preferences. Biscuits infused with regional spices, such as cumin, ajwain (carom seeds), and fenugreek, resonate well with the local palate. Additionally, manufacturers are capitalizing on festive occasions and celebrations specific to North India by introducing seasonal flavors that capture the spirit of these events. The growing urban population in North India, along with the rise of modern retail channels, has expanded the availability and accessibility of biscuit products. Supermarkets, hypermarkets, and online platforms have facilitated the reach of biscuits to consumers in both urban and semi-urban areas, contributing to the segment's growth.

### Key Market Players

Britannia Industries Ltd.

Parle Products Pvt. Ltd.

ITC Limited

Mondelez India Foods Private Limited

Surya Food & Agro Ltd.

Anmol Biscuit Ltd.

SAJ Food Products (P) Ltd

UNIBIC Foods India Pvt. Ltd.

Dukes Products India Limited

Cremica Food Industries Limited

### Report Scope:

In this report, the India Biscuit Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### India Biscuit Market, By Product Type

Plain Biscuit

Cookies

Sandwiched Biscuit

Crackers

Others

#### India Biscuit Market, By Ingredient:

Pouches/Packets

Boxes

Cans/Jars

Others

#### India Biscuit Market, By Distribution Channel:

Supermarkets/ Hypermarkets

Convenience Stores

Specialty Stores

Online

Others (Departmental Stores, etc.)

#### India Biscuit Market, By Region:

North India

West India

South India

East India

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Biscuit Market.

### Available Customizations:

India Biscuit Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).



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