

# **India Branded Sugar Market By Product Type (White Crystal Sugar, Brown Sugar, Sugar Lite, Sachets- White & Brown Sugar, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The India Branded Sugar Market was valued at USD 795.66 Million in 2024 and is projected to reach USD 1358.40 Million by 2030, registering a CAGR of 9.32%. This growth is driven by heightened consumer awareness of hygiene, rising disposable incomes, and a shift toward packaged, quality-assured food products. Compared to unbranded loose sugar, branded variants offer standardized quality, better packaging, and enhanced safety, making them especially appealing to urban and health-conscious consumers. The government's push for food safety and the rapid expansion of organized retail further support market growth. Additionally, specialty options like low-calorie, organic, and brown sugar are becoming increasingly popular, reflecting evolving consumer preferences.

### **Key Market Drivers**

#### **Rising Health and Hygiene Awareness Among Consumers**

The increasing emphasis on health, hygiene, and food safety is a key factor propelling the branded sugar market in India. With nearly a quarter of Indian adults classified as overweight or obese, there is growing concern over food quality and nutritional content. Consumers are becoming more vigilant about food purity, especially in urban and semi-urban regions. Branded sugar, processed under hygienic conditions and often quality certified, provides a safer and more reliable alternative to loose sugar, which is more prone to contamination. This shift has been further accelerated by the COVID-19

pandemic, which amplified demand for packaged and traceable food items. Consumers now increasingly opt for trusted brands, driving growth across both household and institutional segments.

## Key Market Challenges

### Price Sensitivity and Dominance of the Unorganized Sector

Price sensitivity among consumers and the prevailing dominance of the unorganized sector remain major hurdles for the branded sugar market. Despite growing awareness around hygiene and quality, a large portion of the population—especially in rural and lower-income urban areas—continues to prefer cheaper loose sugar. The cost difference between branded and unbranded options often outweighs perceived benefits, limiting conversion to packaged alternatives. Moreover, the unorganized sector benefits from minimal packaging costs and fewer regulatory requirements, enabling lower price points. This makes it challenging for branded companies to expand into price-sensitive markets. Deepening penetration in these regions will require strategic pricing, consumer education, and innovative value propositions.

## Key Market Trends

### Shift Toward Health-Oriented and Specialty Sugar Products

A notable trend shaping the Indian branded sugar market is the rising demand for health-focused and specialty sugar variants. As consumers become more health-conscious, there is increasing interest in alternatives like brown sugar, organic sugar, jaggery-based sweeteners, and low-glycemic options. These variants cater to concerns around diabetes, obesity, and overall wellness. Brands are responding by offering less refined and mineral-fortified products, which appeal to consumers seeking natural or functional health benefits. This trend is particularly pronounced among millennials and urban middle-class households who follow fitness influencers and adopt wellness-driven lifestyles. Product innovation, clean labeling, and targeted marketing are helping brands tap into this niche, premium segment of the market.

## Key Market Players

Shree Renuka Sugars Ltd

Dhampur Sugar Mills Ltd

Uttam Sugar Mills Limited (Uttam Sugar)

Triveni Engineering & Industries Ltd.

Simbhaoli Sugars Limited

E.I.D. - Parry Limited

Mawana Foods Pvt. Ltd.

DCM Shriram Industries Ltd.

Dhanraj Sugars Private Limited

SNJ Group

#### Report Scope:

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

#### India Branded Sugar Market, By Product Type:

White Crystal Sugar

Brown Sugar

Sugar Lite

Sachets - White & Brown Sugar

Others

#### India Branded Sugar Market, By Distribution Channel:

Online

Offline

India Branded Sugar Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Branded Sugar Market report with the given market data, TechSci 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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