

India Breakfast Cereal Market By Product Type (Ready-to-eat, Ready-to-cook), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

India's Breakfast Cereal Market was valued at USD 4.90 Billion in 2024 and is projected to reach USD 7.84 Billion by 2030, growing at a CAGR of 8.15%. This growth is fueled by increasing urbanization, heightened health awareness, and rising demand for convenient, nutritious food options. Ready-to-eat (RTE) cereals currently dominate the market, while hot cereals like oats and muesli are gaining traction due to their compatibility with traditional Indian tastes. Leading brands, including Kellogg's, Nestl?, PepsiCo, Bagrry's, and Marico, are responding with innovations that incorporate local flavors, millet-based variants, and low-sugar formulations. The surge in e-commerce and availability of single-serve packs are enabling deeper penetration into tier II and III cities, although price sensitivity and a strong cultural inclination toward traditional Indian breakfasts remain key hurdles for widespread adoption.

Key Market Drivers

Rapid Urbanization and Changing Lifestyles

The breakfast cereal market in India is experiencing strong momentum driven by increasing urbanization and evolving lifestyles. With an urban population of 461 million growing at 2.3% annually and expected to contribute 75% of national income by 2031, the demand for time-saving meal options is surging. Urban households, particularly nuclear families and working professionals, are turning to ready-to-eat cereals for their quick preparation and hygienic packaging. This shift is driven by

reduced time for cooking traditional breakfasts like poha, paratha, or idli. The trend is further amplified by the influence of Western dietary habits and the expansion of modern retail and digital grocery platforms, making breakfast cereals more accessible, especially in Tier I and II cities. Convenience and consistent nutrition continue to make cereals a preferred choice among time-pressed consumers.

Key Market Challenges

Strong Consumer Preference for Traditional Indian Breakfasts

A major barrier in India's breakfast cereal market is the enduring preference for traditional morning meals such as dosa, upma, paratha, poha, and thepla. These dishes are deeply rooted in culture, offering comfort, affordability, and customization. Many consumers continue to view cereals as foreign, processed alternatives lacking the warmth and familiarity of home-cooked meals. This sentiment is especially strong in Tier II, Tier III, and rural areas where cultural practices and budget sensitivity are more pronounced. Additionally, cereals are often priced higher than basic staple ingredients used in traditional cooking, making them less appealing for cost-conscious households. Overcoming this challenge requires brands to localize offerings, emphasize health benefits, and educate consumers through targeted awareness campaigns.

Key Market Trends

Growing Popularity of Millet-Based and Traditional Grain Cereals

An emerging trend in India's breakfast cereal market is the increasing demand for millet-based and indigenous grain cereals. Millets like ragi, jowar, and bajra are gaining popularity for their high fiber, protein, and micronutrient content. This shift aligns with the government's promotion of millets under initiatives like the 'International Year of Millets 2023' and growing public interest in gut health and diabetes management. Brands are leveraging this trend by launching millet-based cereals enhanced with familiar flavors like jaggery and cardamom. These innovations cater to both modern health needs and traditional taste profiles, appealing to a broad consumer base. This development is also encouraging local farmers and small-scale producers to engage in the millet supply chain, thereby making these cereals more mainstream and affordable.

Key Market Players

Kellogg India Pvt. Ltd

Nestle India Limited

Pepsic%li%India Pvt. Ltd

Bagrry's India Ltd

Maric%li%Limited

Patanjali Ayurved Limited

Shanti's

General Mills

Future Consumer Enterprise Ltd

B&G Foods

Report Scope:

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

India Breakfast Cereal Market, By Product Type:

Ready-to-eat

Ready-to-cook

India Breakfast Cereal Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Breakfast Cereal Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Breakfast Cereal 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. INDIA BREAKFAST CEREAL MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Ready-to-eat, Ready-to-cook)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. INDIA READY-TO-EAT BREAKFAST CEREAL MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Sales Channel

7. INDIA READY-TO-COOK BREAKFAST CEREAL MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Sales Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. PORTERS FIVE FORCES ANALYSIS

10.1. Competition in the Industry

10.2. Potential of New Entrants

10.3. Power of Suppliers

10.4. Power of Customers

10.5. Threat of Substitute Products

11. INDIA ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Kellogg India Pvt. Ltd

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Nestle India Limited

13.1.3. Pepsico India Pvt. Ltd

13.1.4. Bagrry's India Ltd

13.1.5. Marico Limited

13.1.6. Patanjali Ayurved Limited

13.1.7. Shanti's

13.1.8. General Mills

13.1.9. Future Consumer Enterprise Ltd

13.1.10. B&G Foods

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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