

India Cake Market By Product Type (Packaged, Unpackaged/Artisanal), By Type (Sponge Cakes, Cup Cakes, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

The India Cake Market, valued at USD 542.66 million in 2025, is poised to reach USD 764.35 million by 2031, growing at a CAGR of 5.88%. This growth is primarily driven by increasing disposable incomes, rapid urbanization, and evolving consumer preferences toward convenience and indulgence. The influence of Western-style celebrations such as birthdays and corporate events is contributing to the demand for both packaged and customized cakes, particularly in metropolitan and tier-II cities. Additionally, the proliferation of bakery chains, quick-commerce platforms, and online delivery services is enhancing product accessibility. The market is also witnessing a growing appetite for healthier options like sugar-free, gluten-free, and vegan cakes. Seasonal gifting traditions during festivities like Diwali, Christmas, and Valentine's Day further amplify sales, reinforcing the cake market's expansion across India.

Key Market Drivers

Rising Disposable Income and Urbanization

A key factor fueling the India cake market is the ongoing increase in disposable incomes alongside rapid urban development. In 2024, the urban population in India

reached 461 million, growing at an annual rate of 2.3%, with cities expected to contribute 75% of the national income by 2031. This economic progression has led to a surge in demand for indulgent food items, including cakes, especially among middle and upper-middle-income groups. Urban and semi-urban consumers are increasingly opting for ready-to-eat and convenient cake options for everyday use and celebrations. The trend is further amplified by dual-income households that favor cake consumption during birthdays, anniversaries, and work-related achievements. With greater exposure to global culinary trends, urban buyers now desire a broad array of cakes—from basic sponges to ornate, premium offerings—driving consistent demand and prompting producers to diversify their portfolios and retail presence.

Key Market Challenges

High Fragmentation and Intense Competition

A significant challenge in the India cake market lies in its highly fragmented structure and the intense rivalry among a mix of organized, semi-organized, and unorganized entities. The competitive landscape includes major bakery chains, independent patisseries, regional players, home bakers, and multinational firms, all vying for consumer attention. This saturation complicates brand differentiation, particularly in cost-sensitive markets where consumer loyalty often hinges on price and convenience. Local bakeries, with their competitive pricing and customized services, intensify pressure on national brands to justify higher price points. These larger players must continuously invest in innovation, distribution, and marketing to remain visible. Furthermore, the diversity in regional taste preferences necessitates localized strategies, making scalability more complex and resource-intensive. The resulting competition squeezes margins and raises customer acquisition costs while demanding ongoing brand and operational investments.

Key Market Trends

Rise of Customization and Personalization in Cakes

Customization is emerging as a key trend shaping the India cake market, with consumers increasingly opting for cakes that reflect specific themes or personal sentiments. Whether it's a photo cake, a cartoon-themed design for kids, elaborate wedding tiers, or corporate-branded treats, personalization is becoming a primary purchasing criterion. This demand is fueled by the influence of social media platforms like Instagram and Pinterest, which showcase trending and artistic cake styles. The

trend is especially pronounced during milestone celebrations, where buyers are more inclined to invest in custom creations. This has led to the rise of skilled cake artists and edible printing services. Many consumers now prefer communicating designs over digital platforms like WhatsApp and expect real-time progress updates. To meet these evolving expectations, bakeries are expanding their design capabilities and investing in training, making personalization a competitive necessity.

Key Market Players

Britannia Industries

Parle Products Pvt. Ltd

Monginis

Modern Food Enterprises Private Limited

Euro Cakes

Elite Foods

General Mills

Starbucks Corporation

Anmol Industries Ltd

Merwans Confectioners Private Limited

Report Scope:

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

India Cake Market, By Product Type:

Packaged

Unpackaged/Artisanal

India Cake Market, By Type:

Sponge Cakes

Cup Cakes

Others

India Cake Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Cake Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Cake Market.

India Cake Market By Product Type (Packaged, Unpackaged/Artisanal), By Type (Sponge Cakes, Cup Cakes, Others),...

Available Customizations:

India Cake 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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