

# **India Dry Cakes Market By Product Type (Bar Cakes, Muffins/Cupcakes, Others (Brownies etc.), By Pack Size (Upto 100g, 100 to 250g and Above 250g), By Distribution Channel (Bakeries & Specialty Stores, Supermarkets/Hypermarkets, Conventional Stores, Online and Non-Retail), By Region, Competition, Forecast & Opportunities, 2029**

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## **Abstracts**

India Dry Cakes Market is growing at a robust growth rate owing to rising demand for convenience food, growing e-commerce industry, increasing number of instore bakeries, and rising demand for healthier food products.

### India Dry Cakes Market Scope

Dry cakes refer to cakes that are consumed without layers of frosting or fondant sheet. Dry cakes are baked food products that consist of products such as muffins, cupcakes, etc. These products are available in a wide variety of flavors such as chocolate, vanilla, strawberry, orange, etc. There is an increasing demand for premium dry cakes that use high-quality ingredients and have unique flavors. Brands are focusing on creating artisanal and gourmet dry cakes to cater to the evolving tastes of consumers. Bakery items are becoming widely available across the country, including in rural locations. Due to the large number of new companies entering the market, existing firms are also expanding their product lines to meet the rising demand.

### India Dry Cakes Market Overview

The demand of the India Dry Cake Market is high, as dry cakes are a popular and

widely consumed product in the country. The market is driven by various factors, such as changing consumer preferences, growth of food segment, and rising demand for packaged food items. The Indian bakery industry has seen significant growth in recent years, with dry cakes being a major contributor to this growth.

One of the key factors driving the growth of the India Dry Cake Market is increasing demand for packaged food products, which are easy to store and consume. Additionally, the growing trend of celebrating events such as birthdays, weddings, and festivals are driving the demand for dry cakes. The India Dry Cake Market is highly competitive, with both local and international players competing for market share. Local bakeries and small-scale manufacturers dominate the market, while large international players are expanding their presence in the country. Overall, the India Dry Cake Market has a huge potential for growth in the coming years, driven by various factors such as rising demand for packaged cakes, increasing demand for vegan food products, and the growth of e-commerce.

### India Dry Cakes Market Drivers

The bakery industry in India has been witnessing significant growth in recent years due to various factors such as changing lifestyles, increasing disposable income, and growing preference for convenience foods. With busy lifestyles, consumers are looking for dry cakes that are convenient to consume and can be carried around easily. There is a higher demand for bakery items like muffins and bar cakes in India due to changing dietary habits and lifestyle choices of the Indian population. Single-serve packaging and smaller-sized packs are becoming popular, as they offer portion control and on-the-go snacking options.

Additionally, the clean label concept is gaining popularity as more consumers are interested in the ingredients in their products. Consumers are becoming more conscious about the products that include ingredients like saturated fats and hydrogenated vegetable oils etc. The current Food Safety and Standards Authority of India (FSSAI) guideline, specifies that trans-fat levels in foods must be decreased from 5% to 3% in 2021 and less than 2% by 2022, coincides with this as well. Companies are developing specialized oils and fats for cakes to satisfy the recent health, nutritional, and flavor specifications to assist the baking industry in complying to these specifications. Thus, changes to the rules and regulation of ingredients of bakery products for benefit of consumers health will fuel the market growth.

### India Dry Cakes Market Trends

*India Dry Cakes Market By Product Type (Bar Cakes, Muffins/Cupcakes, Others (Brownies etc.), By Pack Size (Upt...*

As consumers are becoming more health-conscious, there is a growing trend towards dry cakes that are low in sugar, calories, and fat. Brands are responding to this trend by introducing healthier versions of their dry cakes, using natural sweeteners, and incorporating ingredients like nuts and seeds. Bakeries and confectionery companies in India are offering a range of vegan packed cakes to cater to the growing demand. For instance, Crave by Leena, one of the first vegan bakery in Bengaluru, offers cakes and vegan desserts with gluten and sugar-free ingredients. There is an increasing demand for vegan packed cakes in India. This trend is a result of the growing awareness and concern for animal welfare, health, and the environment. Veganism is gaining popularity in India, and many consumers are looking for plant-based alternatives to traditional dairy-based cakes. The demand for vegan packed cakes is not limited to vegans or vegetarians but has increased among people who are looking for healthier options or have dietary restrictions. Thus, consumers are preferring vegan packed cakes as they are free from dairy, eggs, and other animal-based ingredients, making them suitable for people with lactose intolerance or egg allergies.

### India Dry Cakes Market Challenges

The Indian Dry Cakes Market is highly competitive, with large number of players in the market. Brands can differentiate themselves by creating unique and innovative products to stand out in the crowded market. Consumer preferences are constantly evolving, and brands need to keep with these changes. They can adapt their product offerings and marketing strategies to cater to the changing needs and preferences of consumers.

Maintaining consistent quality across different batches of dry cakes can be a challenge, particularly for small-scale producers. Brands need to invest in quality control measures to ensure that the dry cakes meet the expectations of consumers. Furthermore, The logistics and supply chain network in India can be challenging, with issues like transportation and storage affecting the quality of the product. Brands need to invest in efficient supply chain systems to ensure that the quality of the dry cakes is maintained.

### Market Opportunities

The demand for dry cakes is increasing in India due to changing lifestyles and food habits. The convenience of dry cakes, their longer shelf life, and the variety of flavors available make them a popular snack option for consumers. The shift towards health and wellness is influencing the demand for dry cakes in India. Consumers are looking for healthier options that are low in sugar, fat, and calories, and many packaged cakes

manufacturers are responding to this trend by introducing healthier varieties that are made with natural ingredients. Manufacturers can tap the diverse consumer preferences by introducing new flavors and varieties of dry cakes, such as gluten-free or sugar-free options.

The e-commerce industry in India is booming and online sales of food products are rapidly increasing. Dry cakes manufacturers can use this opportunity by selling their products online. Furthermore, the growth of organized retail in India, including supermarkets and hypermarkets, has made it easier for consumers to access a variety of dry cakes options from different brands. This has helped to expand the market for dry cakes in India.

## Market Segmentation

The India Dry Cakes Market is segmented based on type, pack size, distribution channel and region. Based on type, the market is segmented into bar cakes, muffins/cupcakes, and others. Based on pack size, the market is divided into upto 100g, 100 to 250g, and above 250g. Based on distribution channel, the market is segmented into bakeries & specialty stores, supermarkets/hypermarkets, conventional stores, online and non-retail. Based on region, the market is divided into north, south, east, west region.

## Company Profiles

Britannia Industries Limited, Monginis Foods Private Limited, Parle Products Private Ltd., Bonn Nutrients Private Ltd., Elite Foods Pvt Limited, Surya Food & Agro Ltd., Saj Food Products Private Limited, Kitty Industries Pvt. Ltd., Anmol Industries Limited, and Oetker (India) Limited are some of the major players in the India Dry Cakes Market.

## Report Scope:

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

### India Dry Cakes Market, By Type:

Bar Cakes

Muffins/Cupcakes

Others (Brownies, etc.)

India Dry Cakes Market, By Pack Size:

Upto 100g

100 to 250g

Above 250g

India Dry Cakes Market, By Distribution Channel:

Bakeries & Specialty Stores

Supermarkets/Hypermarkets

Conventional Stores

Online

Non-Retail

India Dry Cakes Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Dry Cakes market.

### Available Customizations:

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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