

# India Extruded Snacks Market By Type (Potato, Corn, Rice, Tapioca, Mixed Grains, and Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F

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## Abstracts

India Extruded Snacks Market has valued at USD542 million in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 6.4% through 2029. The India Extruded Snacks market has witnessed remarkable growth in recent years, reflecting changing consumer preferences, urbanization, and an evolving snacking culture. Extruded snacks, characterized by their crunchy texture and diverse flavors, have become a popular choice among consumers of all age groups. In this overview, we delve into the key facets of the India Extruded Snacks market, exploring its market dynamics, leading players, consumer trends, challenges, and promising opportunities.

Rapid urbanization and hectic lifestyles have led to an increased demand for convenient and ready-to-eat snacks. Extruded snacks fit this demand perfectly, offering a quick and satisfying snacking option. Additionally, manufacturers in this market constantly innovate with flavors and ingredients, catering to diverse taste preferences. From traditional masala flavors to more exotic options, consumers have a wide variety to choose from. Furthermore, India's youthful population, which forms a significant consumer base, is inclined toward snacking. Extruded snacks are positioned as a trendy and enjoyable choice among the younger generation.

Extruded snacks are often priced competitively, making them accessible to a wide range of consumers, including those with varying income levels. Additionally, the extensive reach of distribution channels, including convenience stores, supermarkets, online retailers, and local kirana shops, ensures that extruded snacks are readily

available to consumers across urban and rural areas.

In conclusion, the India Extruded Snacks market is a dynamic and evolving segment within the country's snacking landscape. Driven by changing lifestyles, flavor innovation, and a youthful demographic, extruded snacks have secured a prominent place in the Indian snacking culture. While challenges related to health concerns and competition persist, opportunities for growth and innovation continue to abound in this flavorful journey of snacking in India.

## Key Market Drivers

### Changing Consumer Lifestyles and Urbanization

One of the primary drivers of the India Extruded Snacks market is the rapid transformation of consumer lifestyles and the increasing pace of urbanization. As more people move to urban areas in search of employment and improved living standards, their eating habits and snacking preferences undergo a significant shift.

Urbanization is often associated with hectic schedules and a fast-paced lifestyle. Extruded snacks fit seamlessly into this lifestyle as they are convenient, readily available, and require no preparation. Busy urbanites find it easier to grab a pack of extruded snacks for a quick and satisfying snack on the go.

The culture of snacking is gaining prominence in urban areas. With longer working hours and less time for traditional meals, urban consumers are inclined to snack multiple times a day. Extruded snacks offer a wide range of options to satiate these in-between-meal cravings.

Urban consumers are exposed to a diverse range of flavors and cuisines, both domestically and internationally. Extruded snack manufacturers have capitalized on this by introducing innovative flavors and seasonings inspired by Indian and global tastes. This variety appeals to consumers looking for exciting and unique snacking experiences.

### Rising Disposable Income and Aspirational Consumption

India has witnessed a significant increase in disposable income levels over the years, particularly in urban and semi-urban areas. As disposable incomes rise, consumers become more inclined towards aspirational consumption, which includes indulging in

premium and branded snacks like extruded products.

Consumers with higher disposable incomes often show a preference for branded extruded snacks. They associate brands with quality, taste consistency, and trustworthiness. This preference for branded snacks contributes to the market's growth.

Extruded snack manufacturers have tapped into the premiumization trend by offering upscale and gourmet variants of their products. These premium offerings are positioned as indulgent treats and are priced accordingly, catering to consumers willing to pay a premium for quality and taste.

As consumers become more health-conscious, there is a growing demand for healthier extruded snack options. Manufacturers have responded by introducing baked, multigrain, and low-fat variants. This health-conscious segment is willing to pay a premium for snacks that align with their dietary preferences.

### Innovation in Product Development

Innovation plays a pivotal role in driving the India Extruded Snacks market. Manufacturers are continually exploring new flavors, ingredients, and product formats to captivate consumers' taste buds and maintain their interest.

The introduction of unique and unconventional flavors is a prominent driver. Manufacturers conduct extensive research to identify flavors that resonate with the Indian palate. From classic masala to exotic international tastes, the range of flavors available in the market is constantly expanding.

Recognizing the demand for healthier options, manufacturers are innovating by using whole grains, pulses, and vegetables in their extruded snacks. These healthier variants appeal to consumers seeking nutritious yet flavorful snack choices.

Beyond flavors, texture and mouthfeel are critical aspects of extruded snacks. Innovations in extrusion technology have enabled manufacturers to create snacks with varying textures, from crunchy to melt-in-the-mouth. This diversity caters to different preferences.

Innovations in packaging have also contributed to market growth. Single-serve packs, resealable options, and snack-sized portions make extruded snacks more convenient and portable, enhancing their appeal to consumers.

## Key Market Challenges

### Intense Competition and Market Saturation

One of the primary challenges in the India Extruded Snacks Market is the intense competition and market saturation. The market is flooded with a wide range of extruded snacks, including potato-based snacks, corn-based snacks, and other innovative products. This saturation makes it increasingly difficult for new entrants to differentiate themselves and gain a foothold in the market.

Intense competition often leads to price wars among manufacturers, resulting in lower profit margins and reduced brand loyalty. Companies must invest heavily in marketing and advertising to stand out in a crowded market, which can strain resources. To stay competitive, brands must continuously innovate and introduce new flavors and product variants, which can be expensive and risky.

Identify and target specific niche segments within the market, such as healthy snacks, organic snacks, or snacks with regional flavors. Catering to specialized consumer preferences can reduce competition.

Focus on delivering high-quality snacks that stand out in terms of taste, texture, and ingredient quality. Premium offerings can justify higher prices and foster brand loyalty.

Collaborate with local farmers or producers to source unique ingredients or flavors, creating a distinct competitive advantage.

### Fluctuating Raw Material Costs

The India Extruded Snacks Market heavily relies on raw materials like potatoes, corn, rice, and various flavoring agents. Fluctuations in the prices of these raw materials can significantly impact production costs and profit margins.

Raw material prices can vary seasonally due to factors like crop yields, weather conditions, and supply and demand dynamics. Global factors such as international commodity prices and currency exchange rates can lead to price volatility in raw materials. Ensuring a consistent and reliable supply of quality raw materials can be challenging, especially for small and medium-sized enterprises.

Explore multiple sources for key raw materials to reduce dependency on a single supplier or region.

Enter into long-term contracts with local farmers to ensure a stable and consistent supply of raw materials.

Implement strategies such as forward contracts or hedging to mitigate the impact of price fluctuations.

### Regulatory Compliance and Health Concerns

As consumer awareness of health and wellness continues to grow, regulatory bodies are becoming more stringent in their oversight of food products, including extruded snacks. Compliance with food safety and labeling regulations is crucial but can be a significant challenge for manufacturers.

**Changing Regulations:** Keeping up with evolving food safety and labeling regulations in India can be complex, especially for smaller manufacturers with limited resources.

**Consumer Health Concerns:** Increasing consumer awareness of health issues has led to scrutiny of snack products for factors like high salt, sugar, and unhealthy fats content.

**Product Labeling:** Accurate and comprehensive labeling of ingredients, nutritional information, and allergens is essential but can be challenging to implement correctly.

Implement stringent quality control measures throughout the production process to ensure compliance with food safety standards.

Proactively educate consumers about the nutritional value and ingredients of extruded snacks, highlighting healthier options and responsible consumption.

Work closely with regulatory agencies to understand and adapt to changing regulations and engage in dialogue to address industry-specific concerns.

### Key Market Trends

#### Health and Wellness Focus

One of the most prominent trends in the Indian extruded snacks market is the growing

emphasis on health and wellness. Consumers are increasingly health-conscious and are seeking snack options that align with their desire for better nutrition. This trend has led to several noteworthy developments:

**Ingredient Innovation:** Snack manufacturers are exploring alternative ingredients and formulations to create healthier extruded snacks. This includes using whole grains, legumes, and vegetables to enhance the nutritional profile of their products. For instance, extruded snacks made from chickpea or quinoa flour have gained popularity due to their protein and fiber content.

**Reduced Fat and Salt:** Brands are working to reduce the levels of unhealthy fats and excess salt in their extruded snacks. This addresses concerns about high sodium intake and the impact of trans fats on cardiovascular health.

**Clean Labeling:** Consumers are increasingly scrutinizing ingredient lists. As a result, brands are opting for clean labeling practices, avoiding artificial additives, colors, and preservatives. Natural flavorings and seasonings are being preferred.

**Functional Snacking:** Some extruded snacks are being marketed as functional foods, incorporating ingredients like superfoods, probiotics, or added vitamins and minerals to offer health benefits beyond basic nutrition.

**Portion Control:** Smaller snack pack sizes are gaining traction as consumers seek portion control and convenience. This trend aligns with the desire for healthier snacking habits.

### Flavor Innovation and Regional Variations

Indian consumers have a penchant for diverse and bold flavors. The extruded snacks market has responded to this preference with an explosion of flavor innovation and regional variations. Here's how this trend is playing out:

**Regional Flavors:** Manufacturers are tapping into regional culinary traditions to create snacks that cater to specific tastes. For instance, snacks infused with regional spices like chaat masala, south Indian curry flavors, or Punjabi tandoori spices have gained popularity.

**Fusion Snacking:** The fusion of different cuisines and flavors has led to unique snack creations. Combining traditional Indian spices with global flavors like Mexican salsa or

Thai chili has resulted in intriguing snack options.

**Premium and Gourmet Varieties:** Brands are introducing premium and gourmet extruded snacks with sophisticated flavor profiles. These snacks often feature high-quality ingredients and unique combinations.

**Seasonal and Limited Editions:** Manufacturers are launching seasonal and limited-edition flavors to create excitement and cater to changing preferences. Festive seasons often see the release of special flavors.

**Healthy Indulgence:** Some brands are focusing on creating extruded snacks that offer a balance between health and indulgence. These snacks may have gourmet flavors but are also mindful of nutritional content.

### Sustainability and Eco-Friendly Packaging

Environmental consciousness and sustainability have become increasingly important considerations for consumers, and this trend is extending to the extruded snacks market. Manufacturers are taking steps to reduce their environmental footprint:

**Eco-Friendly Packaging:** Brands are adopting eco-friendly packaging materials such as paper-based and biodegradable packaging. This addresses concerns about single-use plastic and waste generation.

**Sustainable Sourcing:** Manufacturers are exploring sustainable sourcing practices for raw materials. For example, using responsibly sourced palm oil or environmentally friendly farming methods for ingredients like corn.

**Reducing Food Waste:** Some companies are working on reducing food waste during production by repurposing production byproducts into other food products or animal feed.

**Consumer Education:** Brands are educating consumers about their sustainability efforts through on-pack labeling and marketing campaigns. Transparent communication about environmental initiatives helps build brand trust.

**Plant-Based and Vegan Options:** As plant-based diets gain popularity, some extruded snack brands are introducing plant-based and vegan options. These snacks not only cater to dietary preferences but also align with sustainability goals.

## Segmental Insights

### Type Insights

Rice extruded snacks undeniably hold a significant share in the India Extruded Snacks Market, making them a staple in the country's ever-expanding snack industry. Extruded snacks, including those made from rice, have become increasingly popular among consumers of all ages due to their convenient packaging, diverse flavors, and crunchy textures. There are several compelling reasons behind the prominence of rice extruded snacks in this market:

**Cultural Preference:** Rice is a dietary staple in India, deeply ingrained in the country's culinary culture. As a result, snacks made from rice are a natural choice for Indian consumers who have a long-standing affinity for this grain.

**Variety of Flavors:** Rice extruded snacks come in a wide variety of flavors, catering to the diverse taste preferences of consumers. Whether it's the spicy tang of masala, the zing of tomato, or the mildness of salted rice puffs, there's a flavor for everyone.

**Texture and Crunchiness:** Extruded snacks, including rice-based ones, are loved for their satisfying crunchiness. This texture is appealing to consumers, making these snacks enjoyable to munch on during leisure time or as a quick snack.

**Healthy Alternatives:** Many rice extruded snacks are positioned as healthier alternatives to traditional fried snacks. Manufacturers often use extrusion technology to create snacks that are lower in fat and oil, attracting health-conscious consumers.

**Gluten-Free Option:** Rice-based snacks are inherently gluten-free, making them suitable for individuals with dietary restrictions or gluten sensitivity. This gluten-free characteristic has broadened the consumer base for rice extruded snacks.

**Convenient Packaging:** Extruded snacks are typically packaged in convenient, on-the-go formats such as pouches and small packs. This convenience factor aligns with the busy lifestyles of modern consumers who seek portable snack options.

**Affordability:** Rice extruded snacks are often priced competitively, making them accessible to a wide range of consumers, including those in urban and rural areas.



**Customization and Innovation:** Manufacturers frequently innovate by introducing new flavors and shapes of rice extruded snacks. This innovation keeps consumers excited and engaged with the product category.

**Snacking Culture:** India has a robust snacking culture, with snacks being an integral part of daily life. Rice extruded snacks fit perfectly into this culture as a versatile and satisfying option.

**Retail Availability:** These snacks are readily available across various retail channels, including supermarkets, convenience stores, and even online platforms. This widespread availability ensures that consumers can easily find and purchase rice extruded snacks.

### Sales Insights

The online sales channel has emerged as a significant player in the India Extruded Snacks Market, revolutionizing the way consumers purchase these popular snacks. Extruded snacks, which include favorites like potato chips, cheese puffs, and corn-based snacks, have long been a staple in the Indian snacking landscape. Traditionally, consumers relied on brick-and-mortar stores for their snack purchases. However, the rise of e-commerce and online retail platforms has ushered in a new era for the extruded snacks market in India.

**Convenience and Accessibility:** Online sales channels offer unmatched convenience and accessibility to consumers across India. No longer bound by geographical constraints or store hours, consumers can browse and purchase their favorite extruded snacks with just a few clicks. This convenience has resonated particularly well with busy urban dwellers, who often lack the time to visit physical stores.

**Wide Variety and Selection:** Online platforms provide an extensive range of extruded snack options. Consumers can explore not only traditional and popular brands but also discover niche and regional snacks that may not be readily available in their local stores. This diverse selection caters to different tastes and preferences, making online channels appealing to a broad audience.

**Competitive Pricing and Discounts:** Online retailers frequently offer competitive pricing and discounts on extruded snacks. This pricing transparency allows consumers to compare prices easily and make informed purchasing decisions. Moreover, the availability of discounts and deals enhances the overall value proposition for online

shoppers.

**Product Information and Reviews:** Online platforms provide detailed product information, including ingredient lists, nutritional facts, and customer reviews. Shoppers can make informed choices, ensuring that the snacks they select align with their dietary preferences and requirements. Customer reviews offer valuable insights into the taste and quality of the products.

**Conscious Consumerism:** Increasingly health-conscious consumers are turning to online channels to find healthier and better-for-you extruded snacks. Many e-commerce platforms have dedicated sections for organic, gluten-free, and low-fat snacks, catering to consumers with specific dietary needs and wellness goals.

**Regional and International Availability:** Online sales channels bridge the gap between regional variations in snack preferences. Consumers can access extruded snacks from different regions of India and even explore international options, allowing them to indulge in a wide variety of flavors and textures.

**Rural Reach:** While urban areas have seen a significant surge in online snack purchases, e-commerce has also made inroads into rural markets. This expansion into rural regions provides access to extruded snacks for consumers who may have limited access to physical stores.

**Bulk Buying and Subscription Services:** Many online platforms offer bulk buying options and subscription services, allowing consumers to stock up on their favorite snacks or receive regular deliveries. These services enhance the convenience factor and encourage brand loyalty.

**Special Occasions and Gifting:** Online channels are particularly popular during special occasions and festivals when consumers often send snacks as gifts to friends and family. The ease of ordering and home delivery makes online platforms a preferred choice for festive gifting.

## Regional Insights

The North Region of India unquestionably commands a significant share in the India Extruded Snacks Market, a segment of the country's thriving snacks and convenience food industry. Comprising states such as Delhi, Haryana, Punjab, Rajasthan, and Uttar Pradesh, this region plays a pivotal role in shaping the dynamics of the extruded snacks

market. Several factors contribute to the prominence of the North Region in this fast-growing sector.

**Urbanization and Population Density:** The North Region is home to several urban centers with densely populated areas, including Delhi and its satellite cities. The presence of a large consumer base with diverse tastes and preferences drives the demand for extruded snacks, which are popular among both urban and semi-urban populations.

**Changing Lifestyles:** Rapid urbanization in the North Region has led to changes in lifestyles and dietary habits. Busy urban dwellers often seek convenient and ready-to-eat snack options, making extruded snacks an attractive choice for on-the-go consumption.

**High Disposable Incomes:** The North Region boasts some of India's most economically prosperous states. The presence of a relatively affluent consumer base with higher disposable incomes makes it conducive for the consumption of branded and premium extruded snack products.

**Retail Infrastructure:** The North Region has a well-established and expanding retail infrastructure, including supermarkets, hypermarkets, convenience stores, and online marketplaces. These retail outlets offer a wide variety of extruded snack options, contributing to the market's growth.

**Diverse Consumer Preferences:** The diverse demographic and cultural landscape of the North Region leads to a wide range of consumer preferences. Extruded snacks come in various flavors, spices, and forms, allowing manufacturers to cater to the diverse tastes of consumers in this region.

**Brand Presence:** Established national and regional snack brands have a strong presence in the North Region. These brands have invested in marketing and distribution networks, gaining the trust and loyalty of consumers over the years.

**Innovative Flavors:** Snack manufacturers often introduce innovative flavors and regional variations of extruded snacks to cater to the North Region's diverse palate. These unique flavors resonate with consumers looking for novel taste experiences.

**Youth Demographic:** The North Region has a significant population of young consumers, including students and working professionals. Extruded snacks, with their

affordability and convenience, are popular choices among this demographic.

**Healthier Alternatives:** As health consciousness grows, some consumers in the North Region seek healthier extruded snack options. Manufacturers have responded by introducing snacks with reduced salt, oil, and healthier ingredients, meeting the demand for healthier alternatives.

**Exports and Trade:** The North Region serves as a key export hub for extruded snacks, reaching international markets. The region's strategic location and access to transportation networks facilitate the export of these products.

### Key Market Players

ATOP Food Products

AUEVSS Limited (Fryo Potato Chips)

Balaji Wafers Pvt Ltd.

Bikaji Foods International Ltd.

Bikanervala Foods Pvt Ltd (Bikano)

ITC Limited

Ceeta Industries Ltd.

Crave Eatables

DFM Foods Ltd

Pepsico India

### Report Scope:

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

#### India Extruded Snacks Market, By Type:

*India Extruded Snacks Market By Type (Potato, Corn, Rice, Tapioca, Mixed Grains, and Others), By Sales Channel...*

Potato

Corn

Rice

Tapioca

Mixed Grains

Others

#### India Extruded Snacks Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

#### India Extruded Snacks Market, By Region:

North

South

East

West

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India extruded snacks market.

### Available Customizations:

India Extruded Snacks 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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