

# **India Food for Diabetics Market By Type (Baked Products, Beverages, Confectionery, Dairy Products & Breakfast Cereal, Others), By Distribution Channel (Supermarket/Hypermarket, Convenience Stores, Pharmacies, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The India Food for Diabetics Market was valued at USD 1.34 billion in 2024 and is projected to grow to USD 3.01 billion by 2030, representing a compound annual growth rate (CAGR) of 10.23% during the forecast period. This market is experiencing strong growth due to the rising prevalence of diabetes, driven by shifting lifestyles, unhealthy dietary patterns, and an aging population. As awareness surrounding diabetes management increases, consumers are actively seeking healthier alternatives to regulate blood sugar levels. The growing number of health-conscious individuals, particularly in urban areas, is fueling demand for foods that are low in sugar, low in carbohydrates, and rich in nutrients to promote better blood sugar control. Furthermore, the trend toward functional foods that offer additional health benefits, such as improved metabolism, weight management, and enhanced insulin sensitivity, is contributing to market expansion. Government initiatives focused on health awareness, coupled with the growing range of diabetic-friendly food offerings from both local and international brands, are also driving market growth.

## **Key Market Drivers**

**Large Prevalence of Chronic Diseases** A significant factor driving the India food for diabetics market is the large and growing number of individuals affected by chronic diseases, particularly diabetes. India has one of the highest rates of diabetes globally,

with over 74 million people diagnosed with the condition in 2021. Projections suggest this number could exceed 124 million by 2045. Contributing factors include urbanization, unhealthy diets, and an aging population. As diabetes becomes more prevalent, individuals are increasingly aware of the need to manage their blood sugar levels, thereby increasing demand for diabetic-friendly food options. Additionally, chronic conditions such as obesity, cardiovascular diseases, and hypertension often coexist with diabetes, heightening the focus on preventive healthcare. This growing awareness of the relationship between diet and disease management is driving the demand for specialized food products that aid in blood sugar control, such as low-glycemic index foods, high-fiber products, and functional foods. Furthermore, healthcare providers and nutritionists are stressing the importance of proper nutrition in managing chronic diseases, further stimulating market demand. The expansion of e-commerce platforms and improved access to these products in both urban and rural areas are also contributing to market growth.

### Key Market Challenges

**Lack of Awareness in Rural Areas** One of the key challenges facing the India food for diabetics market is the limited awareness in rural regions. While urban populations are becoming increasingly aware of the importance of managing diabetes through diet, rural areas often lack access to educational resources and healthcare professionals to guide individuals on proper diabetes management. As a result, many rural communities have limited understanding of the relationship between diet and diabetes control, leading to low demand for specialized food products. Limited healthcare infrastructure and access to timely diagnoses further exacerbate the issue. Despite the availability of diabetic-friendly food products, rural consumers may not recognize their benefits or see the need to incorporate them into their diets. To address this gap, public health campaigns, rural outreach initiatives, and educational programs focused on the role of diet in managing diabetes are necessary. Collaborations with local healthcare providers and increased availability of digital health resources could help enhance awareness and drive market growth in underserved areas.

### Key Market Trends

**Growing Demand for Plant-Based Foods** A prominent trend within the India food for diabetics market is the rising demand for plant-based foods. According to a recent report, the plant-based food market in India was valued at over USD 468 million as of September 2024. An increasing number of Indian consumers are adopting plant-based diets due to concerns over animal welfare and the health benefits of plant-based

lifestyles. As awareness of the advantages of plant-based diets in preventing and managing chronic diseases like diabetes grows, consumers are seeking plant-based products rich in fiber, vitamins, and minerals that help regulate blood sugar levels and support overall health. Foods like legumes, whole grains, vegetables, fruits, nuts, seeds, and plant-based proteins are naturally low in glycemic index, offering controlled blood sugar increases compared to processed foods or animal-based products, making them ideal for diabetes management. The rise of veganism and vegetarianism, especially in urban areas, has led to the development of a range of plant-based alternatives for individuals managing diabetes, including dairy-free yogurts, plant-based milks, and vegan protein sources. As a result, plant-based foods are becoming an increasingly significant segment of the Indian diabetic food market.

### Key Market Players

Nestlé India Limited

Dabur India Limited

Britannia Industries

Gujarat Cooperative Milk Marketing Federation Ltd

Unibic Foods India Private Limited

Kellogg India Pvt. Ltd

Bagrrys India Limited

ITC Limited

Dinesh Flour Mills

Nirvaanic Life Foods Pvt Ltd

### Report Scope:

The India Food for Diabetics Market has been segmented as follows, along with the related industry trends:

*India Food for Diabetics Market By Type (Baked Products, Beverages, Confectionery, Dairy Products & Breakfast...*

By Type:

Baked Products

Beverages

Confectionery

Dairy Products & Breakfast Cereal

Others

By Distribution Channel:

Supermarket/Hypermarket

Convenience Stores

Pharmacies

Online

Others

By Region:

North

South

East

West

Competitive Landscape

Company Profiles: In-depth analysis of the key players in the India Food for Diabetics Market.

*India Food for Diabetics Market By Type (Baked Products, Beverages, Confectionery, Dairy Products & Breakfast...*

Available Customizations: TechSci Research offers customized market reports tailored to specific company needs. Customization options include:

Company Information: Detailed analysis and profiling of up to five additional market players.

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