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India Fruit and Vegetable Market By Product Type (Fruits, Vegetables), By Type (Dried, Frozen, Fresh), By Distribution Channel (Supermarkets/Hypermarkets, Grocery Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

https://marketpublishers.com/r/ICAF123E789EEN.html
Date: July 2025
Pages: 85
Price: US$ 3,500.00 (Single User License)
ID: ICAF123E789EEN

Abstracts

Market Overview

India’s fruit and vegetable market, valued at USD 48.82 billion in 2025, is projected to reach USD 65.79 billion by 2031, growing at a CAGR of 5.10%. As one of the world’s largest markets, it is supported by India’s expansive agricultural capacity, increasing health consciousness, and rising demand for both fresh and processed produce. The country’s varied agro-climatic zones enable year-round cultivation of diverse crops. Urbanization and evolving dietary preferences have accelerated consumption, while government efforts such as the eNAM initiative and enhanced cold chain systems are improving supply efficiency. Demand is also increasing for organic produce and exports. Although the sector faces hurdles like post-harvest losses and fragmented logistics, advancements in technology and the rise of organized retail continue to drive consistent growth across regions.

Key Market Drivers

Rising Health Consciousness and Changing Dietary Preferences

A significant growth driver in India's fruit and vegetable market is the heightened health awareness among consumers. As more people recognize the benefits of balanced diets, there's a rising trend of including more fruits and vegetables in daily consumption. The prevalence of lifestyle-related illnesses like obesity, diabetes, and cardiovascular

issues is prompting a move away from processed, high-fat foods in favor of fresh, nutrient-rich alternatives. According to the NFHS-5 (2019–21), around 24% of women and 23% of men in India are overweight or obese. Urban residents especially are shifting to natural, vitamin- and fiber-rich foods. Initiatives promoting wellness, such as yoga campaigns and social media influencers advocating healthy living, are reinforcing this trend. Additionally, the popularity of plant-based and vegan diets in metropolitan and tier-I cities, along with a post-pandemic focus on immunity-boosting foods like citrus fruits and leafy greens, is propelling demand for fresh, organic, and pesticide-free produce.

Key Market Challenges

High Post-Harvest Losses Due to Poor Infrastructure

A major obstacle in India’s fruit and vegetable sector is the substantial post-harvest loss caused by inadequate infrastructure. A significant proportion of produce spoils before reaching the market due to inefficient handling, absence of grading systems, poor storage, and lack of robust cold chain facilities. Estimates indicate that 20–30% of produce is wasted annually during harvesting, transportation, and distribution. This issue is particularly severe in rural and semi-urban areas, where access to essential facilities such as packhouses and refrigerated transport is limited. The lack of scientific post-harvest management reduces shelf life and product quality, resulting in lower prices. Though infrastructure has improved in some states, disparities persist nationwide, disproportionately impacting small-scale farmers. Furthermore, logistical challenges like transport delays and inadequate road connectivity in remote areas worsen the situation. A multi-faceted strategy involving investment in infrastructure, farmer training, and better market linkages is essential to reduce these losses.

Key Market Trends

Rising Demand for Organic and Residue-Free Produce

An emerging trend reshaping India’s fruit and vegetable market is the growing consumer inclination towards organic and residue-free produce. With over 9.12 million acres under organic cultivation and hosting 30% of the world's organic producers, India holds a significant place in global organic agriculture. Urban consumers, increasingly wary of chemical residues in conventionally grown foods, are gravitating toward organically cultivated fruits and vegetables, perceived as healthier and eco-friendly. Companies like Organic India and 24 Mantra Organic, alongside farm-to-fork startups, are expanding their reach across both physical and digital platforms. Retailers and e-commerce platforms such as BigBasket, Amazon Fresh, and Nature's Basket now feature dedicated organic sections. This shift is further encouraged by government schemes like the Paramparagat Krishi Vikas Yojana (PKVY) and the Jaivik Bharat certification, which enhance transparency and trust. Despite cost and accessibility challenges, improved awareness, streamlined certifications, and logistics are enabling organic options to reach a wider, including tier-II city, consumer base.

Key Market Players

- Mother Dairy Fruit & Vegetable Pvt. Ltd.
- Innovative Retail Concepts Pvt. Ltd.
- Reliance Retail Limited
- Future Retail Ltd.
- Spencer's Retail Limited
- FieldFresh Foods Pvt. Ltd.
- Freshtrop Fruits Ltd.
- Aarkay Food Products Ltd
- Suminter India Organics Pvt. Ltd.
- InI Farms Pvt. Ltd.

Report Scope:

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

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India Fruit and Vegetable Market, By Product Type:

- Fruits
- Vegetables

India Fruit and Vegetable Market, By Type:

- Dried
- Frozen
- Fresh

India Fruit and Vegetable Market, By Distribution Channel:

- Supermarkets/Hypermarkets
- Grocery Stores
- Online
- Others

India Fruit and Vegetable Market, By Region:

- North
- South
- East
- West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Fruit and Vegetable Market.

Available Customizations:

India Fruit and Vegetable 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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Contents

5. INDIA FRUITS MARKET OUTLOOK

6. INDIA VEGETABLES MARKET OUTLOOK

7. MARKET DYNAMICS

8. MARKET TRENDS & DEVELOPMENTS

9. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

10. PORTERS FIVE FORCES ANALYSIS

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