

India Organic Food Market, By Product Type (Organic Fruits and Vegetables, Organic Beverages, Organic Cereal & Food Grains, Organic Meat, Poultry & Dairy, Organic Spices & Pulses, Organic Processed Food & Other Organic Food Products), By Distribution Channel (Modern Retail Channel, Traditional Retail Channel, E-commerce, & Institutional/Direct Sales), By Region, Competition Forecast & Opportunities, FY2026

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Abstracts

India organic food market is projected to grow from USD177.14 million in FY2020 to USD553.87 million in FY2026 advancing with a CAGR of 21.00% by FY2026, on account of favorable government policies supporting organic farming coupled with rising land area under organic cultivation. Online availability of organic food products and shifting consumer preference towards organic food are among the major factors expected to boost the demand for organic food products in India during the forecast period. Expanding marketing and distribution channels coupled with increasing number of health-conscious people are also anticipated to fuel organic food consumption in India until FY2026. Furthermore, increase in awareness regarding the food people eat has resulted in the uplift of the organic food market. Consumers in India have started paying attention to their health, the quality and nutrient content of the food they eat. Due to health concerns, consumers are shifting towards the organic food gradually, which is further giving boost to the organic food market in India.

During to COVID-19, there was a shortage of workers working in organic process industry, as people were forced to stay at home for some time. So, the organic food

processing companies were unable to gather sufficient workers for processing organic products. Also, farmers have faced difficulties in order to source the agricultural inputs due to the closure of the vendor stores. Thus, the coronavirus pandemic has impacted the organic food products market, in India. However, a rise in demand for organic food products during the pandemic has been observed across the country as they are considered healthier in comparison to the inorganic products. In India, a paradigm shift of consumers, post lockdown, towards preventive health management practices is fueling the growth of the market and is expected to drive the market of organic food in future as well.

Organic fruits and vegetables dominated the demand for organic food in the country in the historical period and the segment is anticipated to continue dominating the market through FY2026. The certified land under organic farming increased to 5.21 million hectares in 2012-13 from merely 1.08 million hectares in 2009-10, which is expected to increase the overall organic food production in the country. The western region is the highest revenue contributor for the country's organic food market, followed by the southern region. The major organic food producing states in India include Maharashtra, Andhra Pradesh, Karnataka and Uttar Pradesh. Considering high distributor margins, organic food companies are collaborating with leading retail chains, which is expected to increase the availability of organic food products in the future.

Some of the major players operating in the India organic food market are Suminter India Organics Private Limited, Nature Bio-Foods Limited, Organic India Private Limited, Sresta Natural Bioproducts Pvt. Ltd., Phalada Agro Research Foundations Pvt. Ltd., Mehrotra Consumer Products Pvt. Ltd., Morarka Organic Foods Pvt., Ltd., Nature Pearls Pvt Ltd., Conscious Food Private Limited, and Nourish Organics Foods Pvt. Ltd.

Years considered for this report:

Historical Years: FY2016 – FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022 – FY2026

Objective of the Study:

To analyze the historical growth in the market size of the India organic food market from FY2016 to FY2020.

To estimate and forecast the market size of the India organic food market from FY2021 to FY2026 and growth rate until FY2026.

To define, classify and forecast India organic food market on the basis of product type, distribution channel, and region.

To analyze and forecast the market share, in terms of value, for organic food with respect to product type: organic beverages, organic cereal & food grains, organic meat, poultry & dairy, organic spices & pulses, organic processed food, organic fruits & vegetables and others.

To scrutinize the detailed market segmentation and forecast the market size, in terms of value, and on the basis of region by segmenting the India organic food market into four regions, namely – North, East, West and South.

To identify tailwinds and headwinds for the India organic food market.

To examine supply chain along with margins and evaluate pricing in India organic food market.

To strategically profile the leading players in the market, which are involved in the supply of organic food in India.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers, suppliers, and service providers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufactures which could not be identified due to the limitations of secondary research.

TechSci Research analyzed the manufactures, distribution channels and presence of all major players across the country. TechSci Research calculated the market size of India organic food market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced

these values from the industry experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Organic food manufacturers, suppliers, distributors and other stakeholders

Organizations, forums and alliances related to organic food

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as organic food manufacturers, distributors and dealers, customers and policy makers. The study would also help them to identify which market segments should be targeted in the coming years in order to strategize investments and capitalize on growth opportunities in the market.

Report Scope:

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

India Organic Food Market, By Product Type:

Organic Beverages

Organic Cereal & Food Grains

Organic Meat, Poultry & Dairy

Organic Spices & Pulses

Organic Processed Food

Organic Fruits & Vegetables

Other Organic Food Products

India Organic Food Market, By Distribution Channel:

Modern Retail Channel

Traditional Retail Channel

E-commerce

Institutional/Direct Sales

India Organic Food Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Analysis of the major companies operating in the India organic food 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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