

India Packaged Food Market By Product Type (Non-alcoholic Beverages, Dairy Products, Confectionery, Ready Meals, Snacks, Breakfast Cereals, Others), By Sales Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Packaged Food Market was valued at USD 116.85 Billion in 2025 and is expected to reach USD 175.61 Billion by 2031 with a CAGR of 7.03%. The India packaged food market has experienced significant growth due to factors like changing lifestyles, increasing disposable income, and urbanization. Rising health consciousness, convenience, and ready-to-eat options also contribute to the market's expansion. The demand for organic and natural food products is on the rise. Additionally, e-commerce platforms and modern retail formats are boosting accessibility, further driving market growth in India.

Key Market Drivers

Changing Consumer Lifestyles

The evolution of consumer lifestyles in India has been a pivotal driver of the packaged food market. In 2024, India's urban population stands at 461 million, growing at 2.3% annually, with cities expected to contribute 75% of the nation's income by 2031. Urbanization and busy work schedules have shifted consumer preferences towards convenience and time-saving solutions. Consumers increasingly seek easy-to-cook,

ready-to-eat, and portable food options, especially among young professionals, working women, and college students. This growing demand for convenience has propelled the packaged food sector, with products such as instant noodles, frozen meals, and snack bars gaining popularity. Additionally, the changing eating habits, such as increased snacking, also contribute to the market's growth, with consumers opting for packaged snacks as a quick and convenient alternative to homemade meals.

Key Market Challenges

Rising Competition from Local and International Brands

The Indian packaged food market is highly competitive, with a mix of local and international brands vying for consumer attention. Local brands often have a better understanding of regional tastes and preferences, while international brands bring innovation and advanced technology to the market. This intense competition leads to pricing pressures and makes it challenging for companies to differentiate their products. Additionally, the entry of new players and private-label products from retailers further intensifies competition, forcing established brands to continually innovate and improve their offerings to maintain market share.

Key Market Trends

Shift Towards Sustainable Packaging

Sustainability is becoming a significant trend in the Indian packaged food market, driven by growing consumer awareness about environmental issues. The paper and packaging industry ranks as the fifth largest sector in the Indian economy and holds the potential to offer pricing that is approximately 40% lower than that of European markets. With increasing concerns over plastic pollution and the impact of packaging waste on the environment, there is a rising demand for eco-friendly and biodegradable packaging materials. Companies are adopting sustainable packaging solutions such as recyclable, compostable, and reusable materials to appeal to environmentally-conscious consumers.

Key Market Players

ADF Foods Ltd

Nestl? India Limited

Hatsun Agro Product Limited

Britannia Industries Limited

DFM Foods Ltd.

Hindustan Foods Limited

MTR Foods Pvt Ltd.

Hindustan Unilever Limited

ITC Limited

Parle Products Pvt. Ltd.

Report Scope:

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

India Packaged Food Market, By Product Type:

Non-alcoholic Beverages

Dairy Products

Confectionery

Ready Meals

Snacks

Breakfast Cereals

Others

India Packaged Food Market, By Sales Channel:

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

India Packaged Food Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Packaged Food Market.

Available Customizations:

India Packaged Food 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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