

India Soup Market By Product Type (Canned/Preserved Soup, Chilled Soup, Dehydrated Soup, Frozen Soup, Others), By Packaging (Canned, Pouches, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Soup Market was valued at USD 405.72 Million in 2025 and is expected to reach USD 545.51 Million by 2031 with a CAGR of 5.06%. The India soup market is witnessing robust growth, driven by rising health consciousness, urbanization, and increasing demand for convenient meal options. Ready-to-eat and instant soup varieties are gaining popularity among working professionals and younger demographics due to their ease of preparation and nutritional appeal. Consumers are increasingly exploring healthier choices, including low-sodium, organic, and protein-rich soups. Growth in online grocery platforms and expanding retail chains further boost accessibility and visibility of branded soup products. International and domestic brands are innovating with Indian flavors, functional ingredients, and attractive packaging to cater to diverse regional preferences.

Key Market Drivers

Rising Health Consciousness and Nutritional Awareness

One of the primary drivers fueling the growth of the India soup market is the increasing

awareness of health and nutrition among consumers. As more individuals adopt healthier lifestyles, there is a growing preference for low-fat, low-sodium, high-fiber, and protein-rich foods. Soups, particularly those marketed as healthy or functional, are perceived as a light and nourishing meal or snack option. With rising concerns about obesity, cholesterol, diabetes, and heart health, Indian consumers are actively seeking food choices that offer both taste and wellness benefits. In 2025, data from the National Family Health Survey (NFHS)-5 (2019–21) reveals that 24% of Indian women and 23% of Indian men are overweight or obese. Brands are responding by introducing soups fortified with vitamins, minerals, and superfoods like quinoa, lentils, and moringa. Organic, gluten-free, and preservative-free soup variants are also gaining traction, especially among the urban middle and upper classes. Moreover, the COVID-19 pandemic has further heightened consumer sensitivity towards immune-boosting and gut-friendly food products, with herbal and vegetable-based soups becoming increasingly popular. This health-centric shift is redefining consumer habits and driving sustained demand for premium and healthy soup products in the Indian market.

Key Market Challenges

Preference for Traditional Home-Cooked Meals

One of the major challenges hindering the growth of the India soup market is the deep-rooted cultural preference for traditional home-cooked meals. Indian households, especially in rural and semi-urban areas, typically favor freshly prepared dishes over packaged or processed foods. Soups are often perceived as foreign or Westernized meal components, not integrated into the typical Indian diet. Even in urban centers, many consumers still prefer making soups from scratch using local ingredients, as it aligns with their belief in freshness and control over nutrition. This cultural mindset limits the regular consumption of packaged soups and slows down market penetration. Additionally, some consumers express concerns over the lack of authenticity in taste and the presence of artificial ingredients or preservatives in ready-made soups, further reinforcing their inclination toward homemade alternatives. Overcoming this deep-seated food tradition and converting it into an opportunity for packaged soup brands remains a significant barrier to widespread acceptance, especially beyond metro cities.

Key Market Trends

Surge in Demand for Health-Oriented and Functional Soups

A significant trend shaping the India soup market is the rising consumer shift toward

health-oriented and functional food products. India's healthy food market is experiencing impressive growth, expanding with rate of 20%. With this rapid growth trajectory, it is projected to reach a market value of USD 30 billion by 2026. With growing awareness of lifestyle diseases, immunity, and overall wellness, Indian consumers—especially urban dwellers—are actively seeking food options that go beyond basic nutrition. This has led to a noticeable demand for soups enriched with functional ingredients such as herbs, superfoods, dietary fibers, plant-based proteins, and immunity-boosting elements like turmeric, ginger, tulsi, and moringa. Low-calorie, low-sodium, high-protein, and cholesterol-free soup variants are also gaining traction among fitness-conscious individuals and older consumers managing health conditions like hypertension or diabetes. Brands are responding by launching wellness soups with specific benefits like detoxification, digestion support, or weight loss. Moreover, the clean-label movement is influencing buying behavior, with consumers preferring soups that are organic, preservative-free, non-GMO, and made with real vegetables. Healthier alternatives like bone broth, lentil soup, and vegan protein soups are increasingly being introduced, capturing the interest of a health-centric demographic. This trend highlights the evolution of soup consumption in India from a comfort food to a purposeful and wellness-driven meal option.

Key Market Players

Nestlé India Ltd.

Hindustan Unilever Limited

ITC Limited

Unilever PLC

Campbell Soup Company

MTR Foods Pvt. Ltd.

Capital Foods Pvt. Ltd.

Kohinoor Foods Ltd.

Organic India Pvt. Ltd.

Tata Consumer Products Limited

Report Scope:

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

India Soup Market, By Product Type:

Canned/Preserved Soup

Chilled Soup

Dehydrated Soup

Frozen Soup

Others

India Soup Market, By Packaging:

Canned

Pouches

Others

India Soup Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Soup Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Soup 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. INDIA SOUP MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Canned/Preserved Soup, Chilled Soup, Dehydrated Soup, Frozen Soup, Others)

5.2.2. By Packaging (Canned, Pouches, Others)

5.2.3. By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. INDIA CANNED/PRESERVED SOUP MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Packaging

6.2.2. By Distribution Channel

7. INDIA CHILLED SOUP MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Packaging

7.2.2. By Distribution Channel

8. INDIA DEHYDRATED SOUP MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Packaging

8.2.2. By Distribution Channel

9. INDIA FROZEN SOUP MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Packaging

9.2.2. By Distribution Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

12. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. INDIA ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

15.1. Company Profiles

15.1.1. Nestl? India Ltd.

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Hindustan Unilever Limited

15.1.3. ITC Limited

- 15.1.4. Unilever PLC
- 15.1.5. Campbell Soup Company
- 15.1.6. MTR Foods Pvt. Ltd.
- 15.1.7. Capital Foods Pvt. Ltd.
- 15.1.8. Kohinoor Foods Ltd.
- 15.1.9. Organic India Pvt. Ltd.
- 15.1.10. Tata Consumer Products Limited

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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