

# Bread Industry in India, 2015-2020

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## Abstracts

ValueNotes presents a research report on the bread industry in India. This industry report covers intelligence on the market size, growth, industry trends, industry attractiveness, and Porter's analysis. The report covers fiscal years 2015 through 2020.

Bread has become an integral part of modern living and is available in various patterns and flavors. The bread industry forms a segment of the bakery industry.

### Key Findings:

The bread industry in India, valued at INR 33bn (~USD 0.53 bn) in FY 2015(E), grew at a CAGR of ~9% over the last three years. ValueNotes estimates that the industry will be worth approximately INR 53bn (~USD 0.86bn) by FY 2020, growing at a CAGR of ~10%

Demand for brown and fruit breads is estimated to increase further due to an increasing urban consumer base and a rise in health awareness about nutritional food

Growing disposable incomes, changing lifestyles and preferences of consumers supported by an increase in the youth population, female work participation as well as a widening scope of the Indian retail market will drive the industry growth

Latest trends witnessed in the industry reveal that companies manufacturing bread products are likely to increase their manufacturing capacities to expand their foothold in different regions. With a change in eating habits and preferences of consumers, the bread industry is coming up with innovative products and flavors, and a variety of breads.

The report includes profiles of the top-5 players with a brief overview about their service offerings, expansion strategies, etc.

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