



Euromonitor  
International

# Baked Goods in India

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Steady growth in demand for baked goods driven by convenience and versatility

### INDUSTRY PERFORMANCE

Emphasis on nutritional benefits

Players focus on pack sizes and flavours to provide a competitive edge for packaged cakes and pastries

### WHAT'S NEXT?

Evolving lifestyle patterns to increase the consumption of bread

Government initiatives and low penetration offer substantial growth potential for packaged cakes and pastries

Expansion in distribution reach and prospective labelling regulatory revisions to drive consumer access and scrutiny

### COMPETITIVE LANDSCAPE

Britannia Industries leads with a well-rounded product portfolio and widespread distribution reach

Health and wellness trend and quick-commerce disrupt the competitive landscape

### CHANNELS

E-commerce leverages wider assortments and convenience to post the fastest retail value sales and share growth

Preference for affordable, artisanal baked goods through traditional grocery retailers

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## Staple Foods in India - Industry Overview

### EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

### WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers

Government regulations to improve transparency and affordability

## COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented

Health consciousness increases the focus on brands offering quality, transparency and minimal processing

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-india/report](http://www.euromonitor.com/baked-goods-in-india/report).