



Baked Goods in India

January 2026

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Baked Goods in India - Category analysis

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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

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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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Small local grocers enjoy unmatched last-mile connectivity

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