



# Fresh Food in India

March 2026

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## Fresh Food in India

### EXECUTIVE SUMMARY

Convenience, safety, and nutrition drive growth and premiumisation in fresh food

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Convenience, safety, and nutrition drive growth and transformation in fresh food in India  
Weather-driven disruptions and structural gaps shape fresh food in 2025  
Consumer demand for quality, convenience, and functional benefits redefine premiumisation

#### WHAT'S NEXT?

Digital integration and data-driven supply networks are expected to transform fresh food  
Resilience-focused production systems will stabilise fresh food in India

#### CHANNELS

Traditional stores continue to dominate while rising mobility leads forecourt retailers to gain ground  
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[Fish and Seafood in India](#)

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### INDUSTRY PERFORMANCE

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### KEY DATA FINDINGS

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### [Nuts in India](#)

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#### [Starchy Roots in India](#)

### KEY DATA FINDINGS

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### INDUSTRY PERFORMANCE

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#### [Sugar and Sweeteners in India](#)

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## INDUSTRY PERFORMANCE

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