



# Sweet Spreads in India

February 2026

Table of Contents

## Sweet Spreads in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Breakfast convenience sustains value growth in 2025

#### INDUSTRY PERFORMANCE

Evolving breakfast habits and versatility drive strong demand for sweet spreads  
Honey remains favoured sweet spread as nut and seed based spreads rise fastest

#### WHAT'S NEXT?

Sweet spreads to witness steady demand fuelled by growing health consciousness  
Jams and preserves face intense competition from substitutes as health-focused consumption rises  
Distribution expansion will strongly influence growth trajectory of sweet spreads

#### COMPETITIVE LANDSCAPE

Competition continues to intensify as new-age brands expand distribution reach  
Myfitness leads nut and seed based spreads

#### CHANNELS

Small local grocers remains vital distribution channel  
E-commerce sees rapid growth fuelled by superior variety and convenience

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in India - Industry Overview

### EXECUTIVE SUMMARY

Cooking culture and price pressures underpin 2025 performance

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cultural habits and evolving consumer preferences shape progress in 2025  
Health trends impact purchasing decisions  
Busy urban lifestyles push convenience demand

#### WHAT'S NEXT?

Improved economy and robust interest in home cooking ensure further growth for forecast period  
Nutritional concerns will remain central for consumers

Labelling regulations set to sharpen focus on ingredient lists

## COMPETITIVE LANDSCAPE

Adani leads through popular Fortune brand

D2C and new-age brands challenge established players

## CHANNELS

Small local grocers dominate distribution landscape

Modern retail formats threaten supremacy of neighbourhood stores

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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