

India Gluten-Free Foods & Beverages Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 85 pages | Mordor Intelligence

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Report description:

The Indian gluten-free foods & beverages market is projected to register a CAGR of 8.92% during the forecast period.

Key Highlights

The key factors include the impact on each value chain, including workforce at the industrial level, raw material supply, trade and logistics, and uncertain consumer demand at food service outlets, production, and distribution. However, consumers with celiac diseases or gluten intolerance buy more survival-based products instead of gluten-inclined products. Thus, gluten-free products are set to witness steady growth during the forecast period.

Manufacturing companies are concentrating on increasing the production of more gluten-free packaged goods. India is the second fastest-growing market for gluten-free foods & beverages in Asia-Pacific, following China. Gluten-free cookies, snacks, and Bakery products, such as bread, cakes, etc., hold the highest market share and are expected to project a healthy growth rate in the forecast period.

Government agencies are also promoting gluten-free products in the country by providing products at affordable prices. For instance, in April 2022, several millet products were launched by the Agricultural & Processed Food Products Export Development Authority (APEDA) at the AAHAR food fair at affordable prices ranging from INR 5 to INR 15 (USD 0.060 to USD 0.18) for people of all ages. All the millet products launched by APEDA are gluten-free, 100% natural, and patented. The launched products are cream biscuits, salt biscuits, milk biscuits, ragi peanut butter, jowar peanut butter, jowar upma, pongal, khichadi, and millet malts (jowar, ragi, bajra).

Additionally, the increasing number of celiac disease cases encourages consumers to opt for gluten-free products. Celiac disease is more prevalent in Northern India, where wheat is the primary staple cereal. The unawareness of the health issues of gluten products is a restraining factor.

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India Gluten-Free Food & Beverage Market Trends

Increasing Celiac Disease and Gluten-Intolerance In India

As preventive healthcare has become more prominent in the country, healthy foods and nutritional supplements such as nutraceuticals are becoming more popular. There is a move toward replacing staples such as rice and wheat with gluten-free Nutri-cereals such as millet. The aim of fortifying food is to enhance its nutritional value.

The dietary trends and consumption patterns of Indian customers have evolved over time. In recent years, the percentage of grains in daily calorie consumption has decreased. Consumers have increased their intake of vegetables, fruits, and superfoods like green tea and olive oil.

The prevalence of food allergies and intolerances in the general population is rising. This results in an increased demand for consumer products tailored to meet the specific dietary needs of people with these allergies and intolerances. Furthermore, growing disposable income and consumer awareness about various allergies such as gluten allergies, celiac disease, and others also contribute to the demand for healthy gluten-free foods in the country.

Bakery Segment Holds the Largest Share

The bakery sector has remained at the forefront of gluten-free food in India. In the past few years, the national marketplace has witnessed an increasing demand for gluten-free crackers, bread, and biscuits. Additionally, the country's consumers in the current scenario are adopting gluten-free bakery products as a source of healthy food and growing awareness of allergies and intolerance.

Increasing awareness of the health benefits of gluten-free products is one of the key factors driving the growth of the global gluten-free bakery products market. Hence, it is due to evolving consumer needs that the country's bakery industry is readily adapting to new concepts and trends in the food processing industry. The locals are fond of bakeries; therefore, a significant portion of sales from processed food comes from the bakery segment.

There is a growing demand for gluten-free bakery products among Indians, resulting in the expansion of gluten-free bakeries throughout the country. For instance, in October 2021, Ellipsis Bakery opened its third location in Oshiwara, Andheri West, Mumbai. Along with classic baked goods, the bakery offers gluten-free and wheat-free options.

India Gluten-Free Food & Beverage Market Competitor Analysis

The gluten-free market in India is highly fragmented, consisting of many small and medium-sized players. Key players in the market include Amy's Kitchen Inc, General Mills Inc, Dr. Schar, Genius Foods, and Kraft Heinz Company. Most market players are local and offer a wide range of healthy foods. Their manufacturing facilities are based in India. Online sales are the primary medium for goods distribution, followed by supermarkets/hypermarkets.

Currently, the level of competition among the players is low. However, it is predicted to increase in the future, owing to growing consumer demand. Innovation, marketing, and distribution are some of the key strategies adopted by the players. 24 mantra, Whole foods, Varya's, Savorlife, and Gullon, are some of the brands offering gluten-free cookies and snacks in the Indian market.

Additional Benefits:

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The market estimate (ME) sheet in Excel format
3 months of analyst support

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