

India Pan Masala Market Report and Forecast 2023-2028

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Report description:

India Pan Masala Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Indian bio agriculture market reached a value of about USD 920 billion in 2022. The market is further expected to grow at a CAGR of 4.2% in the forecast period of 2024-2032 to reach a value of about USD 1344 billion by 2028.

Pan masala, a widely popular Indian concoction of areca nut, slaked lime, catechu, and various flavouring agents, is traditionally used as a mouth freshener and digestive aid. Over time, pan masala has also gained social significance as a hospitality gesture and a cultural emblem in various parts of the country. Besides its traditional use, pan masala finds its place in Indian cuisine as a flavouring agent and in certain religious practices as an offering.

The growing consumer preference for traditional and cultural products is increasing the India pan masala market demand. The increasing awareness about the cultural significance of pan masala and its role in traditional hospitality rituals has led to a significant shift towards its consumption, causing a surge in demand. Moreover, the expanding middle class with higher disposable income has also significantly contributed to the growing popularity of pan masala in the country.

The diverse applications of pan masala across various segments of Indian society have also played a critical role in propelling the India pan masala market growth. In the hospitality industry, pan masala is often served at the end of meals in restaurants and at social gatherings as a palate cleanser and digestive aid. In religious practices, pan masala is used as an offering, particularly in North India, reinforcing its demand in the market.

Furthermore, the growing demand for flavoured mouth fresheners in the Indian market has led to an increased focus on pan masala as a significant player. With the rising trend of experimenting with traditional recipes and the increasing preference for ready-to-use products, pan masala has emerged as a critical component in the formulation of various flavoured mouth fresheners, boosting the India pan masala market expansion.

Market Segmentation □

The market can be divided based on type, price range, packaging, distribution channel, and region.

Market Breakup by Type

-□Pan Masala with Tobacco

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- Plain Pan Masala
- Flavoured Pan Masala
- Others

Market Breakup by Price Range

- Premium
- Non-Premium

Market Breakup by Packaging

- Pouch
- Cans
- Others

Market Breakup by Distribution Channel

- Offline
- Online

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the India pan masala market companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- DS Group
- Manikchand Group
- MJ group
- Godfrey Phillips India Ltd.
- Kothari Product Limited
- Dharampal Premchand Limited
- Shikhar Group
- Pan Bahar Products Private Limited
- Dinesh Pouches Private Limited
- KP Group
- Red Rose Group
- Others

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