

India Spaghetti Market Report and Forecast 2024-2032

Market Report | 2023-11-25 | 240 pages | EMR Inc.

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Report description:

India Spaghetti Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India spaghetti market is projected to grow at a CAGR of 16% between 2024 and 2032 reaching a value of around USD 2.08 billion by 2032. Aided by the changing food consumption habits and an increasing inclination towards international cuisines, the market is expected to grow significantly by 2032.

Spaghetti, a popular long, thin, cylindrical pasta of Italian origin, has gradually made its way into the hearts and kitchens of Indian households. Historically viewed as an exotic dish, it has been seamlessly integrated into the contemporary Indian culinary scene, thanks to its easy preparation and versatile pairing options. The product's growth is emblematic of the broader transformation of India's culinary landscape, which is increasingly embracing global cuisines.

A predominant factor steering the India spaghetti market growth is the rapid urbanisation and globalisation trends. Exposure to global food cultures, largely facilitated by increased international travel, global food chains setting up shop in India, and the proliferation of cooking shows, has spurred an appetite for international dishes, with spaghetti leading the charge.

According to the India spaghetti market analysis, with the fast-paced lifestyle in urban centres, there is a rising demand for convenient and quick-to-prepare meals. Spaghetti, with its relatively short cooking time and myriad recipe variations, caters perfectly to this need. The increasing number of working professionals and nuclear families further accentuates the demand for such convenient food solutions.

Manufacturers, recognising the potential of the market, have introduced a plethora of variants tailored to the Indian palate. From whole wheat spaghetti for the health-conscious to masala-flavoured versions for those who like an Indian twist, the choices are myriad. Such product innovations, while preserving the essence of spaghetti, make it more relatable and appealing to the Indian consumer.

The foodservice industry's growth, particularly the cafe and restaurant segments, further amplifies the India spaghetti market demand. Numerous restaurants, ranging from local eateries to high-end establishments, have incorporated spaghetti into their menus, often marrying the pasta with Indian flavours to create fusion dishes. This not only introduces more consumers to the product but also positions spaghetti as both a comfort food and a gourmet dish.

The robust growth of organised retail chains and e-commerce platforms in India also plays a pivotal role in driving spaghetti sales.

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With dedicated aisles and sections for international foods in supermarkets and hypermarkets, consumers are exposed to a wide array of brands and spaghetti types. Additionally, online platforms, with their wide reach and aggressive marketing strategies, act as a significant conduit for brand awareness and product sales.

Market Segmentation

The market can be divided based on product, end use, distribution channel, and region.

Market Breakup by Product

- Fresh
- Dried

Market Breakup by End Use

- Mass Market Retail
- HoReCa

Market Breakup by Distribution Channel

- Supermarket and Hypermarket
- Convenience Store
- Online
- Others

Market Breakup by Region

- North India
- East India
- West India
- South India

Competitive Landscape

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

- Gustora Foods Pvt. Ltd.
- Agastya Nutri Food
- Bambino Agro Industries Limited
- Savorit (House of Naga)
- Disano
- Borges International Group, S.L.
- Others

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Table of Contents:

1 Preface

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- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 India
- 7 Opportunities and Challenges in the Market
- 8 India Pasta Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 India Pasta Historical Market (2018-2023)
 - 8.3 India Pasta Market Forecast (2024-2032)
- 9 India Spaghetti Market Analysis
 - 9.1 Key Industry Highlights
 - 9.2 India Spaghetti Historical Market (2018-2023)
 - 9.3 India Spaghetti Market Forecast (2024-2032)
 - 9.4 India Spaghetti Market by Product
 - 9.4.1 Fresh
 - 9.4.1.1 Historical Trend (2018-2023)
 - 9.4.1.2 Forecast Trend (2024-2032)
 - 9.4.2 Dried
 - 9.4.2.1 Historical Trend (2018-2023)
 - 9.4.2.2 Forecast Trend (2024-2032)
 - 9.5 India Spaghetti Market by End Use
 - 9.5.1 Mass Market Retail
 - 9.5.1.1 Historical Trend (2018-2023)
 - 9.5.1.2 Forecast Trend (2024-2032)
 - 9.5.2 HoReCa
 - 9.5.2.1 Historical Trend (2018-2023)
 - 9.5.2.2 Forecast Trend (2024-2032)
 - 9.6 India Spaghetti Market by Distribution Channels
 - 9.6.1 Supermarket and Hypermarket
 - 9.6.1.1 Historical Trend (2018-2023)
 - 9.6.1.2 Forecast Trend (2024-2032)
 - 9.6.2 Convenience Store
 - 9.6.2.1 Historical Trend (2018-2023)
 - 9.6.2.2 Forecast Trend (2024-2032)
 - 9.6.3 Online
 - 9.6.3.1 Historical Trend (2018-2023)

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- 9.6.3.2 Forecast Trend (2024-2032)
- 9.6.4 Others
- 9.7 India Spaghetti Market by Region
 - 9.7.1 North India
 - 9.7.2 East India
 - 9.7.3 West India
 - 9.7.4 South India
- 10 Regional Analysis
 - 10.1 North India
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 East India
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 West India
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.4 South India
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Price Analysis
- 14 Competitive Landscape
 - 14.1 Market Structure
 - 14.2 Company Profiles
 - 14.2.1 Gustora Foods Pvt. Ltd.
 - 14.2.1.1 Company Overview
 - 14.2.1.2 Product Portfolio
 - 14.2.1.3 Demographic Reach and Achievements
 - 14.2.1.4 Certifications
 - 14.2.2 Agastya Nutri Food
 - 14.2.2.1 Company Overview
 - 14.2.2.2 Product Portfolio

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- 14.2.2.3 Demographic Reach and Achievements
- 14.2.2.4 Certifications
- 14.2.3 Bambino Agro Industries Limited
 - 14.2.3.1 Company Overview
 - 14.2.3.2 Product Portfolio
 - 14.2.3.3 Demographic Reach and Achievements
 - 14.2.3.4 Certifications
- 14.2.4 Savorit (House of Naga)
 - 14.2.4.1 Company Overview
 - 14.2.4.2 Product Portfolio
 - 14.2.4.3 Demographic Reach and Achievements
 - 14.2.4.4 Certifications
- 14.2.5 Disano
 - 14.2.5.1 Company Overview
 - 14.2.5.2 Product Portfolio
 - 14.2.5.3 Demographic Reach and Achievements
 - 14.2.5.4 Certifications
- 14.2.6 Borges International Group, S.L.
 - 14.2.6.1 Company Overview
 - 14.2.6.2 Product Portfolio
 - 14.2.6.3 Demographic Reach and Achievements
 - 14.2.6.4 Certifications
- 14.2.7 Others
- 15 Key Trends and Developments in the Market
 - List of Key Figures and Tables
 - 1. India Pasta Market: Key Industry Highlights, 2018 and 2032
 - 2. India Spaghetti Market: Key Industry Highlights, 2018 and 2032
 - 3. India Spaghetti Historical Market: Breakup by Product (INR Million), 2018-2023
 - 4. India Spaghetti Market Forecast: Breakup by Product (INR Million), 2024-2032
 - 5. India Spaghetti Historical Market: Breakup by End Use (INR Million), 2018-2023
 - 6. India Spaghetti Market Forecast: Breakup by End Use (INR Million), 2024-2032
 - 7. India Spaghetti Historical Market: Breakup by Distribution Channels (INR Million), 2018-2023
 - 8. India Spaghetti Market Forecast: Breakup by Distribution Channels (INR Million), 2024-2032
 - 9. India Spaghetti Historical Market: Breakup by Region (INR Million), 2018-2023
 - 10. India Spaghetti Market Forecast: Breakup by Region (INR Million), 2024-2032
 - 11. India Spaghetti Market Structure

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