

India Dry Cakes and Cookies Market Report and Forecast 2024-2032

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Report description:

India Dry Cakes and Cookies Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India dry cakes and cookies market is projected to grow at a CAGR of 11% between 2024 and 2032. Aided by the evolving consumer snacking habits, the rise of organised retail, and the spread of western dessert trends, the market is expected to grow significantly by 2032.

Dry cakes and cookies, representing essential segments of the Indian bakery industry, have witnessed growing popularity in recent years. These products, traditionally associated with festive occasions and tea-time snacks, have seamlessly integrated into the daily consumption patterns of the urban and rural population alike.

One of the key drivers bolstering the India dry cakes and cookies market growth is the shift in consumer preferences towards ready-to-eat snacks. The busy lifestyles, especially in urban regions, have contributed to the increasing demand for convenient and quick snack options, with dry cakes and cookies fitting the bill perfectly due to their longer shelf life compared to their moist counterparts.

Furthermore, the influence of Western dietary habits, spurred by globalisation and increasing international travel, has led to a broader acceptance of cookies and dry cakes as everyday snacks. Varieties like chocolate chip cookies, oatmeal biscuits, and brownie cakes, once considered exotic, are now commonly found in Indian households.

The expansion of the organised retail sector in India is another pivotal factor influencing the India dry cakes and cookies market outlook. With the proliferation of supermarkets, hypermarkets, and e-commerce platforms, consumers have access to a wider variety of products, both domestic and imported. This enhanced accessibility and visibility have undoubtedly spurred the consumption of these baked goods.

Additionally, the health and wellness trend sweeping across the country has led to innovations within the dry cakes and cookies segment. Manufacturers are introducing products made with whole grains, reduced sugar, fortified nutrients, and alternative ingredients like millets and quinoa to cater to the health-conscious consumer segment.

Furthermore, India dry cakes and cookies market demand is likely to witness a surge in the forecast period. Emphasising natural ingredients, clean labels, and artisanal production methods can differentiate brands and attract a niche yet growing consumer segment. Moreover, leveraging regional flavours and ingredients, such as local spices or fruits, can provide a unique twist to the

traditional dry cake and cookie recipes, appealing to the Indian palate.

Market Segmentation

The market can be divided based on pack size, enterprise size, and states.

Market Breakup by Pack Size

- India Cookies Market

o Up to 100 g

o 100 g to 250 g

o 250 g to 500 g

o 500 g to 900 g

o Above 900 g

- India Dry Cakes Market

o 200 g to 300 g

o 300 g to 500 g

o Above 500 g

Market Breakup by Enterprise Size

- SMEs

- Large Enterprises

Market Breakup by States

- Maharashtra

- Tamil Nadu

- Uttar Pradesh

- Gujarat

- Karnataka

- West Bengal

- Rajasthan

- Andhra Pradesh

- Telangana

- Madhya Pradesh

- Kerala

- Delhi

- Haryana

- Bihar

- Punjab

- Odisha

- Assam

- Chhattisgarh

- Jharkhand

- Uttarakhand

- Others

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