

**India Biscuit Market, By Product Type (Plain Biscuit, Cookies, Sandwiched Biscuit, Crackers, Others), By Packaging (Pouches/Packets, Boxes, Cans/Jars, Others), By Sales Channel (Supermarkets/ Hypermarkets, Convenience Stores, Specialty Stores, Online, and Others (Departmental Stores)), By Region, Competition, Forecast and Opportunities, 2020-2030F**

Market Report | 2025-02-17 | 80 pages | TechSci Research

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**Report description:**

The India Biscuit Market was valued at USD 5.05 Billion in 2024 and is expected to reach USD 8.72 Billion by 2030 with a CAGR of 9.61% during the forecast period. The India biscuit market presents a dynamic and evolving landscape shaped by changing consumer preferences, dietary trends, and competitive strategies. Biscuits, a popular snack option, have become an integral part of the Indian snacking culture. The market's growth is fueled by several key factors. Shifting consumer lifestyles and the demand for convenient, on-the-go snacks have significantly contributed to the market's expansion. Biscuits offer a quick and portable option, catering to busy urban populations and the rising trend of snacking between meals. Health consciousness influences the types of biscuits consumed. Consumers are increasingly seeking healthier alternatives, prompting manufacturers to introduce biscuits with reduced sugar, whole grains, and added nutritional value.

The per capita consumption of bakery products in India is between 1-2 kg per year, significantly lower than in developed countries, where it ranges from 15-50 kg annually. The bakery ingredients market in India is valued at around USD 36 Million and is growing at a rate of 12-15% annually. This indicates substantial growth potential for the Indian bakery industry compared to its current consumption levels. Biscuits are gaining popularity in rural areas, with approximately 55% of biscuits consumed in these regions. This increased consumption is due to biscuits' convenience as a snack, long shelf life, and appealing taste, which resonates with diverse populations.

Key Market Drivers

Changing Consumer Lifestyles and Snacking Habits

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The rapid evolution of consumer lifestyles and the emergence of new snacking habits have become paramount drivers of the biscuit market's growth in India. Urbanization, coupled with busy schedules and the increasing prevalence of dual-income households, has led to changes in eating patterns. Traditional meal structures have been challenged, resulting in a higher demand for convenient, on-the-go snack options. Biscuits, with their portability, ease of consumption, and varied flavors, align perfectly with this trend. They provide a quick, satiating snack that can be enjoyed anytime and anywhere, making them an essential component of the modern Indian snacking landscape.

#### Health and Wellness Consciousness

The growing focus on health and wellness is another crucial driver shaping the India biscuit market. As consumers become more health-conscious, there is a rising demand for biscuits that offer better nutritional profiles. To cater to this trend, manufacturers are introducing healthier biscuit variants that are low in sugar, trans fats, and artificial additives. The market has witnessed the emergence of segments like "digestive" and "nutri" biscuits, which capitalize on the health-conscious consumer seeking alternatives to traditional high-calorie snacks. This driver showcases the industry's adaptability to consumer demands for products that align with their dietary and wellness goals.

#### Flavor Diversification and Product Innovation

Flavor diversification and innovative product offerings constitute another significant driver fueling the growth of the biscuit market in India. Manufacturers are continuously introducing new flavors, textures, and formats to capture consumer interest and create brand differentiation. From classic flavors to novel combinations inspired by regional tastes, the market is embracing variety like never before. The introduction of seasonal and festival-specific biscuit lines further amplifies this trend. Innovation goes beyond flavors, extending to packaging formats, sizes, and product categories, catering to a wide range of consumer preferences and occasions.

#### Expansion of Distribution Channels

The expansion of distribution channels, particularly the growth of modern retail formats, has been instrumental in propelling the biscuit market's reach and accessibility. Supermarkets, hypermarkets, and online grocery platforms have redefined how consumers access biscuit products. These organized retail spaces offer greater shelf visibility, allowing manufacturers to showcase their products more effectively. This has led to increased consumer engagement and an opportunity to create a strong brand presence. Additionally, the expansion of distribution channels has facilitated the penetration of biscuits into remote and rural areas, ensuring broader market coverage and consumer engagement.

#### Key Market Challenges

##### Health and Nutritional Concerns

Despite the growth of healthier biscuit variants, the prevalent consumption of traditional biscuits with high sugar and trans-fat content remains a concern. Health-conscious consumers are increasingly scrutinizing their dietary choices, and the high-calorie nature of many biscuit products raises alarms. The challenge lies in striking a balance between meeting consumer demands for taste and affordability while offering more health-conscious options. Manufacturers need to innovate further to enhance the nutritional profiles of their products without compromising on taste and texture. Communicating the nutritional benefits effectively to consumers is also crucial to steer them towards healthier alternatives.

##### Regulatory and Quality Standards

The biscuit market in India faces challenges related to regulatory compliance and maintaining consistent quality standards. Stringent regulations regarding labeling, nutritional information, and ingredient sourcing require manufacturers to continuously monitor and update their packaging and production processes. Ensuring that products adhere to quality standards and safety regulations can be particularly challenging for small and medium-sized manufacturers. Harmonizing the diverse regulations across different states and regions presents a complex task, impacting the smooth functioning of the industry and hindering growth potential.

##### Competition and Brand Differentiation

The intense competition within the biscuit market poses a significant challenge for manufacturers aiming to establish and maintain their brands. The market is flooded with a multitude of biscuit brands offering various flavors, textures, and price points. As a result, brand differentiation becomes a crucial aspect of gaining consumer loyalty and market share. Manufacturers need to invest in creative marketing strategies, innovative product offerings, and memorable packaging designs to stand out in a crowded

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market. Balancing the need for differentiation with the risk of over-saturation and excessive product proliferation presents a complex challenge, requiring a deep understanding of consumer preferences and market trends.

#### Key Market Trends

##### Flavor Innovation and Customization

The Indian biscuit market is witnessing a surge in flavor innovation and customization. Manufacturers are exploring a diverse range of flavors inspired by regional tastes and international cuisines. From traditional Indian spices to international favorites, the flavor profiles of biscuits are expanding to cater to a wide range of palates. This trend not only appeals to consumers' adventurous tastes but also creates a sense of novelty and excitement around biscuit consumption. Additionally, seasonal and festival-specific flavors are being introduced to align with cultural celebrations, further enhancing consumer engagement and market penetration.

##### Premiumization and Artisanal Offerings

The premiumization trend is gaining momentum in the India biscuit market. Consumers are increasingly willing to pay a premium for unique, high-quality biscuit products that offer an artisanal touch. Artisanal and gourmet biscuits, often made with premium ingredients and presented in elegant packaging, are capturing the attention of discerning consumers. These offerings cater to consumers seeking not just a snack but a culinary experience. Manufacturers are leveraging this trend by focusing on the craftsmanship, authenticity, and storytelling associated with their products. This trend is not only elevating the perception of biscuits but also contributing to higher value sales within the market.

##### Sustainability and Ethical Consumption

The sustainability trend is gaining prominence in the India biscuit market as consumers become more conscious of their environmental impact. Manufacturers are responding by adopting sustainable practices, including responsible sourcing of ingredients, eco-friendly packaging, and reduced food waste. Biscuits that are organic, gluten-free, and free from artificial additives are resonating with consumers who prioritize ethical consumption. Brands that communicate their commitment to sustainability and social responsibility are likely to build stronger connections with environmentally conscious consumers. This trend not only reflects a shift in consumer values but also presents a strategic opportunity for manufacturers to differentiate their brands and products in a competitive market.

##### Health and Wellness Innovation

The trend towards health and wellness has strongly impacted the India biscuit market. Consumers are increasingly seeking snacks that offer better nutritional value without compromising on taste. In response, manufacturers are introducing a wide array of healthier biscuit options. Digestive biscuits, multigrain varieties, and biscuits fortified with vitamins, minerals, and dietary fiber are gaining popularity among health-conscious consumers. Additionally, biscuits with reduced sugar content, lower trans fats, and natural ingredients are being developed to cater to the growing demand for healthier snacking alternatives. This trend aligns with the broader global movement towards better-for-you snacks, reflecting a growing awareness of the relationship between diet and well-being.

#### Segmental Insights

##### Product Type Insights

Plain biscuits were dominating the India Biscuit Market, holding a significant share due to their affordability, simplicity, and widespread popularity. These biscuits have become an integral part of daily life in India, commonly consumed during tea time, as a snack, or even as a quick breakfast option. Their mild taste and crunch appeal to a broad spectrum of consumers, making them a go-to choice for individuals across various income groups. One of the key reasons for the dominance of plain biscuits is their cost-effectiveness. They are available at a wide range of price points, making them accessible to both urban and rural consumers. In India, where price sensitivity is high, plain biscuits offer an attractive, budget-friendly alternative to other snack options. Moreover, the long shelf life of plain biscuits adds to their appeal, allowing them to be stored and distributed across diverse regions, even remote areas, where they have become a staple snack. The extensive distribution networks of leading biscuit brands further ensure their availability, reinforcing their market presence. Plain biscuits also serve as a foundation for brand innovation, with companies often introducing variations such as flavored or fortified versions while maintaining the core popularity of the plain variant. This versatility ensures their ongoing dominance in the market.

##### Regional Insights

North India was the dominating region of the India Biscuit Market, accounting for a significant share due to factors such as high

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population density, urbanization, and evolving consumer preferences. The region's large and diverse population, including major cities like Delhi, Chandigarh, and Lucknow, creates a substantial demand for biscuits across various segments. These urban centers are characterized by rising disposable incomes, busy lifestyles, and a growing inclination towards convenient snacks, all contributing to the expansion of the biscuit market. In North India, plain biscuits hold a strong consumer preference, driven by their affordability, long shelf life, and cultural significance as a snack alongside tea. Additionally, the increasing popularity of cookies, cream-filled biscuits, and premium variants is expanding the market, catering to the rising health consciousness and demand for variety among consumers. The region also benefits from a well-established distribution network, with both traditional retail and modern trade channels. The penetration of e-commerce platforms has further boosted sales, especially among tech-savvy consumers in urban areas. Furthermore, North India's proximity to manufacturing hubs and the availability of raw materials for biscuit production contribute to lower production costs, making it a key area for both regional and national brands. As a result, the region remains the most prominent driver of growth in the Indian biscuit market.

#### Key Market Players

- Britannia Industries Ltd.
- Parle Products Pvt. Ltd.
- ITC Limited
- Mondelez India Foods Private Limited
- Surya Food & Agro Ltd.
- Anmol Biscuit Ltd.
- SAJ Food Products (P) Ltd
- UNIBIC Foods India Pvt. Ltd.
- Dukes Products India Limited
- Cremica Food Industries Limited

#### Report Scope:

In this report, the India Biscuit Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

##### □□India Biscuit Market, By Product Type

- o Plain Biscuit
- o Cookies
- o Sandwiched Biscuit
- o Crackers
- o Others

##### □□India Biscuit Market, By Packaging:

- o Pouches/Packets
- o Boxes
- o Cans/Jars
- o Others

##### □□India Biscuit Market, By Sales Channel:

- o Supermarkets/ Hypermarkets
- o Convenience Stores
- o Specialty Stores
- o Online
- o Others

##### □□India Biscuit Market, By Region:

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

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## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Biscuit Market.

## Available Customizations:

India Biscuit Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

□ Detailed analysis and profiling of additional market players (up to five).

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