

India Wheat Flour Market, By Type (All-Purpose Flour, Semolina Flour, Whole-Wheat Flour, Fine Wheat Flour, Bread Flour, Others), By Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Specialty Stores, Online, Others), By End User (Food Use, Feed Use, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

Market Report | 2025-07-14 | 85 pages | TechSci Research

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Report description:

Market Overview

India Wheat Flour Market was valued at USD 8.74 Billion in 2025 and is projected to reach USD 10.93 Billion by 2031, growing at a CAGR of 3.8% during the forecast period. This growth is driven by the country's expanding population, increasing urbanization, and the rising demand for convenient food products. As a dietary staple, wheat flour remains integral to Indian households and is also extensively used in processed foods such as bread, noodles, and biscuits. Government support through subsidized schemes like the Public Distribution System (PDS) continues to bolster consumption, while health-conscious consumers are increasingly opting for whole-wheat and fortified flour options. The rise of modern retail and online grocery platforms has enhanced product accessibility. Furthermore, growing preference for packaged wheat flour due to hygiene standards and quality assurance is aiding market penetration. Despite this, challenges such as price fluctuations in wheat supply and competition from emerging alternatives like millet-based flours persist. Regional demand is strongest in North India due to favorable production conditions. As manufacturers invest in packaging innovation and product diversification, the market is steadily evolving in line with consumer preferences and nutritional trends.

Key Market Drivers

Rising Population and Urbanization Fueling Demand

India's burgeoning population, alongside accelerated urbanization, is a key catalyst for wheat flour market growth. With the population reaching 1.44 billion in 2024, urban regions alone account for 36% of total wheat flour consumption. The shift to city

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living has spurred demand for convenient and ready-to-use food staples, with wheat flour serving as a primary ingredient across homes, restaurants, and the processed food industry. In urban areas, consumers are increasingly purchasing branded and packaged flour, valuing hygiene, shelf life, and consistency. Rising disposable incomes and expanding middle-class demographics have also led to greater consumption of wheat-based processed foods like biscuits, bread, and noodles, propelling market expansion further.

Key Market Challenges

Price Volatility and Supply Chain Disruptions

The India wheat flour market is vulnerable to fluctuations in wheat pricing caused by weather-related inconsistencies, pest outbreaks, and global geopolitical dynamics. Inconsistent monsoon patterns and climate variability affect wheat output, creating instability in supply and pricing. Inadequate storage facilities and inefficient transportation also contribute to high post-harvest losses. Export restrictions during supply shortages-such as those implemented in 2022-23-have further disrupted the supply chain. These fluctuations challenge manufacturers' ability to maintain consistent pricing, impacting both consumer affordability and producer profitability.

Key Market Trends

Premiumization and Health-Centric Flour Variants

A growing segment of Indian consumers is shifting toward premium and health-focused wheat flour products. Demand for fortified flour has risen sharply-by 25% annually (FSSAI 2024)-with urban buyers increasingly favoring nutrient-enriched options. Consumers are seeking flour variants fortified with essential nutrients such as iron, folic acid, and fiber. The prevalence of lifestyle-related conditions like diabetes and obesity has driven interest in low glycemic index and protein-enriched blends. Products combining wheat with millet or pulse flours are gaining traction, as are stone-ground and artisanal flours with minimal processing. This health-conscious shift is prompting brands to invest in clean-label product development and targeted marketing, reshaping their product lines to align with wellness trends.

Key Market Players

- LT Foods Limited
- General Mills India Pvt. Ltd.
- ITC Limited
- Adani Wilmar Limited
- Hindustan Unilever Limited (HUL)
- NourishCo Private Limited (Tata Consumer)
- Patanjali Ayurved Limited
- Britannia Industries Limited
- Natureland Organics Foods Pvt. Ltd.
- Sujata Nutri Foods Pvt. Ltd.

Report Scope:

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

- India Wheat Flour Market, By Type:
 - o All-Purpose Flour
 - o Semolina Flour
 - o Whole-Wheat Flour
 - o Fine Wheat Flour
 - o Bread Flour
 - o Others
- India Wheat Flour Market, By Distribution Channel:
 - o Supermarkets and Hypermarkets
 - o Independent Retailers
 - o Convenience Stores

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- o Specialty Stores
- o Online
- o Others
- India Wheat Flour Market, By End User:
 - o Food Use
 - o Feed Use
 - o Others
- India Wheat Flour Market, By Region:
 - o North
 - o East
 - o West
 - o South

Competitive Landscape

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

Available Customizations:

India Wheat Flour 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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