

## **India Spices Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-07-21 | 119 pages | EMR Inc.

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### **Report description:**

The India spices market reached a value of INR 86930.00 Crores in 2024. During the forecast period between 2025 and 2034, the market is expected to grow at a CAGR of 9.20% to reach a value of around INR 209602.31 Crores by 2034.

Spices are seasonings primarily employed for flavouring, colouring, or preserving food products. Various fragrant seeds, dried fruits or vegetables, roots, and barks, are typically processed to make spices. Without adding more fat or calories, spices improve the flavour, texture, and aroma of food. India is currently one of the leading manufacturers of spices in the world. Some of the typical spices that are widely accessible across the country are chilli, cumin, turmeric, fenugreek, coriander, tamarind, and mustard.

Spices can change the flavour of a certain food and their use corresponds with regional flavours and cultural preferences that dictate food choices of people. Indians tend to consume more spicy food compared to people from other nationalities, and spices are often a key ingredient in a variety of Indian dishes/cuisines. The use of spices in different cuisines is rising as a result of the increasing number of Indian restaurants globally and increasing demand for traditional and ethnic cuisines that demand a variety of ingredients for preparation.

### **Key Trends in the India Spices Market**

- Due to globalisation, consumers around the world are developing a taste for different flavours and cuisines. Following the changing preferences, manufacturers are compelled to provide high-quality and dependable goods that can uphold uniform standards around the world.

It is one of the major India spices market trends as spices play a pivotal role in changing the flavour of various foods to align it with regional flavours. This significantly contributes to the growth of the market.

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- The food processing sector's rapid expansion, owing to the busy work schedules of consumers, and the inactive lifestyle of people, significantly enhances the India spices market demand. Moreover, spices have become an essential ingredient as manufacturers focus on providing convenience foods with a wide variety of flavours, which consequently aids in propelling the growth of the market.

- The demand for organic and sustainable products is rapidly growing globally, positively influencing the India spices market growth, and the trend continues to expand with the increasing consumer awareness of health, environment, and sustainability. The global inclination towards organic spices free from chemicals and pesticides, and innovative packaging choices have significantly propelled the development of the market.

#### India Spices Market Segmentation

The EMR's report titled "India Spices Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Product Type

- Pure Spices
- Blended Spices

##### Market Breakup by Form

- Packets
- Sprinkler
- Crusher

##### Market Breakup by Sector

- Organised
- Unorganised

##### Market Breakup by Application

- Veg Curries
- Meat and Poultry Products
- Snacks and Convenience Foods
- Soups, Sauces and Dressings
- Bakery and Confectionery
- Frozen Foods
- Others

##### Market Breakup by End Use

- Retail
- Food Service

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## Market Breakup by Region

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

## Pure Spices to be the Dominant Category in the Market

Pure spices are anticipated to dominate the Indian spices market during the forecast period owing to their unprocessed and unadulterated nature. The dominance of pure spices suggests a growing preference among consumers for traditional, unaltered flavours that cater to culinary authenticity and health-conscious choices. Following the rising demand for pure spices, companies are also increasingly implementing innovative packaging solutions and clean labels to gain an edge witnessing the growing competition in the spices market in India.

Some of the most widely used pure spices in India are pepper and turmeric. The fruit peppercorn is the source of the pungent spice known as pepper, which has been consumed for generations. It comes in whole or ground form and produces black pepper, green pepper, and white pepper. The most popular type of pepper used worldwide is black pepper, and its utilisation is further rising as a result of its medical advantages, including as pain relief and as an antioxidant, contributing to the whole spices market expansion in India.

The pulverised, vivid orange powder form of turmeric is more widely available and can be discovered in any spice section. It is a versatile powder that adds a peppery flavour, a yellow colour, and a mustard-like aroma to a variety of foods and serves a number of culinary applications. Due to its earthy flavour, it pairs well with savoury, spice-based dishes.

## Organised Sector to Account for a Significant Share in the Market

With a considerable India spices market share, the organised sector has been growing rapidly owing to the rising investment in modern infrastructure in order to meet stringent quality standards. The organised spices market is in a strong position, owing to shifting customer preferences, creative branding, adoption of secure packing techniques, and expanding retail chains.

Moreover, companies in this sector highly prioritise innovation and product diversification. With changing food preferences and demands for products that enhance the convenience of customers, the blended spices market in India is also witnessing an upward trajectory. The increasing investment in research and development initiatives to introduce new spice variants, blends, or value-added products that cater to evolving consumer preferences is expected to favour the India spices market growth.

## Competitive Landscape

The report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The India spices market report by EMR gives a detailed analysis of the following key players, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

### Everest Food Products Pvt. Ltd.

Everest Food Products Pvt. Ltd. is the largest spice-selling brand in India, which was established in 1965, and currently offers more than 45 masala varieties in both pure and blended forms. The company sells its products not only in Indian market but many nations around the world, including the United States, the United Kingdom, Africa, the United Arab Emirates, Singapore, and

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Australia.

#### Badshah Masala Private Limited

Badshah Masala Private Limited, a leading producer of spices, was founded in 1958. Its collection includes a wide range of spices and products including asafoetida, kesari milk masala, premix tea ,whole spices, seasoning spices , blended spices, and papad. The brand has a significant presence in both domestic and international markets. Its products are available across various retail channels, including supermarkets, hypermarkets, speciality stores, and online platforms, catering to a diverse consumer base.

#### MTR Foods Pvt Ltd

MTR Foods Pvt Ltd, with its headquarters in Karnataka, stands out as an Indian heritage brand that has been providing ethnic and high-quality Indian food for more than 90 years. A well-known household name, the brand is associated with culinary expertise that has been presented in contemporary, user-friendly ways. MTR unifies India's palate by preserving and reproducing recipes that have been passed down through generations from their region of origin while also keeping up with the country's changing palate. Their extensive portfolio of masalas, spices, ready-to-cook, and ready-to-eat products covers all meal occasions.

Other spice manufacturers in India are Mahashian Di Hatti Pvt. Ltd., DS Group (Catch), Eastern Condiments Pvt. Ltd., Aachi Masala Foods (P) Ltd, Patanjali Ayurved Limited, Sakthi Masala Private Limited, ITC Limited, Ushodaya Enterprises Pvt. Ltd. (Priya), Tata Consumer Products Limited, Zoff Foods Private Limited, Goldiee Group, Ashok Masale, and LIFESTYLE FOODS PVT LTD., among others.

More Insights On:

Spices and Seasonings Market   Organic Spices Market

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