

India Hazelnut Market, By Application (Pharmaceuticals, Food & Beverage, Cosmetics & Personal Care, Others), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Online, Specialty Stores), By Product Type (Whole Hazelnut, Hazelnut Paste, Hazelnut Oil, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Report description:

Market Overview

India hazelnut market was valued at USD 230.10 Million in 2025 and is expected to reach USD 403.21 Million by 2031 with a CAGR of 9.8% during the forecast period. The India hazelnut market is witnessing steady growth driven by rising consumer awareness of the nut's nutritional value, expanding applications across diverse industries, and increasing exposure to global food trends. A growing shift toward healthy snacking, coupled with the popularity of premium and exotic ingredients in bakery, confectionery, and packaged food products, is significantly boosting demand. In recent years, the proliferation of Western-style diets and cafe culture in urban centers has led to greater use of hazelnuts in chocolates, spreads, desserts, and gourmet beverages. The rising disposable income of India's middle-class population, combined with expanding retail penetration and e-commerce platforms, is making hazelnuts more accessible to consumers nationwide.

Furthermore, the functional benefits of hazelnuts-rich in antioxidants, healthy fats, and vitamins-are fueling interest among health-conscious buyers and encouraging product innovation in plant-based beverages, energy bars, and fortified foods. Beyond food and beverages, the cosmetics and personal care industry is increasingly incorporating hazelnut oil in skin and hair care formulations due to its moisturizing, anti-inflammatory, and antioxidant properties, while pharmaceutical applications are emerging in nutraceuticals and dietary supplements. Import dependence, particularly from Turkey and Italy, remains a key characteristic of the market, but domestic players are exploring opportunities for cultivation in select regions with favorable climates.

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Key Market Drivers

Rising Health Consciousness and Nutritional Awareness Among Consumers

One of the most influential drivers of the India hazelnut market is the rapid rise in health consciousness and the growing awareness among consumers regarding the nutritional benefits of nuts, particularly hazelnuts. According to the CDC, 12.3% of U.S. adults met fruit intake recommendations, and 10.0% met vegetable recommendations in 2019—a slight improvement from previous years, indicating growing awareness. With lifestyle-related ailments such as obesity, cardiovascular diseases, and diabetes on the rise, Indian consumers are actively seeking healthier food alternatives that align with preventive health measures. Hazelnuts are rich in monounsaturated fats, dietary fiber, vitamin E, magnesium, and antioxidants, making them an attractive option for health-focused diets. This nutrient profile not only supports heart health and cholesterol management but also boosts immunity and cognitive functions—factors increasingly valued in the wake of the COVID-19 pandemic. The growing adoption of high-protein, low-sugar, and nutrient-dense snacks has driven both urban and semi-urban consumers toward premium nuts like hazelnuts, which are now seen as a functional food rather than just a luxury item. Fitness enthusiasts and individuals following diets such as keto, paleo, or plant-based regimens are particularly boosting demand for raw hazelnuts, roasted varieties, and value-added products like hazelnut butter and energy bars. This shift is also influencing food manufacturers to launch health-oriented product lines infused with hazelnuts, such as breakfast cereals, protein shakes, and nutrition supplements. Additionally, digital awareness campaigns by nutritionists, fitness influencers, and food brands are accelerating consumer education, making hazelnuts more mainstream in the Indian healthy eating narrative. As a result, the perception of hazelnuts is transitioning from a niche, imported indulgence to a recognized superfood with everyday applications in diets, thereby laying a strong foundation for sustained market expansion.

Key Market Challenges

Heavy Dependence on Imports and Price Volatility

One of the most significant challenges faced by the India hazelnut market is its overwhelming dependence on imports to meet domestic demand. India does not produce hazelnuts on a commercial scale, largely due to climatic limitations, limited agronomic research, and the absence of a dedicated cultivation ecosystem. As a result, the market is heavily reliant on international suppliers, primarily from Turkey, Italy, and the United States, which collectively dominate global hazelnut production. This dependency makes Indian buyers highly vulnerable to fluctuations in global prices, which can be triggered by a range of factors including adverse weather conditions in producing countries, changes in global demand patterns, or shifts in trade policies. Currency exchange rate volatility further compounds the problem, as even minor depreciation of the Indian Rupee can significantly increase import costs. Additionally, geopolitical tensions, export restrictions in source countries, and logistical bottlenecks in shipping can lead to sudden supply disruptions, affecting availability and pricing in the Indian market. These factors often force distributors, retailers, and manufacturers to either absorb higher costs, which reduces profitability, or pass them on to consumers, which can dampen demand—especially in price-sensitive segments. The absence of a stable domestic production base also limits the ability of Indian businesses to engage in long-term pricing contracts or ensure consistent quality, making strategic planning and market expansion more challenging. Until initiatives to cultivate hazelnuts domestically in suitable regions gain traction, this structural dependency on imports will continue to be a critical vulnerability for the market.

Key Market Trends

Premiumization and Product Innovation in Value-Added Formats

A notable trend shaping the India hazelnut market is the growing premiumization of product offerings, accompanied by rapid innovation in value-added formats. While hazelnuts have traditionally been sold as whole nuts for direct consumption or used as an ingredient in high-end chocolates and confectionery, manufacturers and retailers are now introducing a wider range of processed and specialty products to capture diverse consumer preferences. This includes hazelnut pastes, flavored nut butters, chocolate-hazelnut spreads, snack bars, granolas, hazelnut-infused beverages, and even dairy alternatives such as hazelnut milk and creamers. These innovations not only extend shelf life and enhance convenience but also align with evolving lifestyles where consumers seek ready-to-eat, functional, and indulgent products. The rise of artisanal and gourmet food brands in India has further accelerated this trend, with small-batch producers offering unique flavor pairings like hazelnut with sea salt, coffee, or exotic spices to create a differentiated experience. Premium packaging designs, eco-friendly materials, and portion-controlled packs are being used to enhance perceived value and attract health-conscious and urban buyers. Furthermore, collaborations

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between global hazelnut producers and Indian brands are enabling the introduction of international product standards and flavor inspirations into the domestic market. As competition intensifies, innovation in value-added hazelnut-based products is becoming a key strategy for both differentiation and expanding the consumer base beyond traditional premium segments, making hazelnuts more relevant in everyday consumption.

Key Market Players

- Olam Export India Limited
- Ghosh Agri Tech Private Limited
- Sweet Escapes
- Royal Foods
- Esjaypee Impex Private Limited
- WGC Exports
- PISUM Food Services Private Limited
- Paradise Farms
- Progenbiolab Technologies Pvt Ltd
- Naturol Aromatics Pvt Ltd.

Report Scope:

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

-□India Hazelnut Market, By Application:

- o Pharmaceuticals
- o Food & Beverage
- o Cosmetics & Personal Care
- o Others

-□India Hazelnut Market, By Distribution Channel:

- o Supermarket & Hypermarket
- o Convenience Stores
- o Online
- o Specialty Stores

-□India Hazelnut Market, By Product Type:

- o Whole Hazelnut
- o Hazelnut Paste
- o Hazelnut Oil
- o Others

-□India Hazelnut Market, By Region:

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

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Hazelnut market.

Available Customizations:

India Hazelnut 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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