

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

Market Report | 2025-08-13 | 133 pages | EMR Inc.

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Report description:

The India bakery market was valued at USD 11.07 Billion in 2024 . Growing demand for health-centric baked goods, such as multigrain and gluten-free options, is prompting bakeries to revamp offerings, with premiumisation driving demand in metro and Tier I cities. As a result, the market is expected to grow at a CAGR of 9.50% during the forecast period of 2025-2034 to reach a value of USD 27.43 Billion by 2034 .

Growth in the market is also fuelled by changing urban diets, fusion food demand, and expansion of modern retail. From millet-based bread innovations to AI-enabled baking systems, the sector is currently undergoing a dynamic transformation. A key milestone motivating the India bakery market trends is the Ministry of Food Processing Industries' Pradhan Mantri Kisan SAMPADA Yojana, which has encouraged bakery startups through mega food park schemes and cold chain subsidies.

Another standout lever driving growth has been the country's burgeoning demand for health-oriented baked goods. The FSSAI's Eat Right India initiative has pushed bakers to reformulate products with reduced sugar, whole grains, and fortified ingredients. This health-conscious trend in the India bakery market has triggered a surge in launches like probiotic rusks and gluten-free pastries.

Moreover, the country's regional baking traditions are finding new applications. Artisanal bakeries are gaining strong foothold by their digital-first approach, experimenting with regional flours like ragi and sorghum while building pan-India supply chains through direct-to-consumer (D2C) models. Notably, India exported 2,148 shipments of bakery products in 2023-24, owing to the surging demand from UAE, United Kingdom, and Southeast Asia.

Key Trends and Recent Developments

December 2024

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Bikaji Foods International, an ethnic snack manufacturer, made its entry in India's bakery products sector and is expected to run a distinct subsidiary to oversee it. The Bikaner-based business has created Bikaji Bakes Private Limited as a wholly owned subsidiary. This development reflects growing investor confidence in the market and signals regional players' shift toward organised and premium baked offerings.

September 2024

ITC Sunfeast Baked Creations announced the opening of its first bakery cafe at the FabIndia Experience Store in Whitefield, Bengaluru. This launch gives Bengaluru consumers a better bakery cafe experience and represents a major turning point in the brand's evolution from a cloud kitchen bakery to an omnichannel brand.

June 2024

In order to develop and strengthen the Lotus Biscoff biscuit brand in India, Mondelez International and Lotus Bakeries launched a strategic alliance. In a joint statement, the two companies stated that they will create new chocolate goods in Europe that combine the flavour and texture of Biscoff with Cadbury, Milka, and other well-known chocolate brands from Mondelez, boosting the India bakery market value. The partnership underscores the premiumisation trend in the country's biscuit category and opens opportunities for cross-category innovation in baked confectionery.

January 2023

With well-known brands like Oreo and Cadbury, Mondelez India announced plans for gaining a larger portion of the biscuit market. The company entered the choco-chip cookie market with the introduction of a new product named the Cadbury Chocobakes Chocochip Cookies. This highlights the increasing convergence of chocolate and bakery categories to tap evolving snacking habits.

Health-Focused Innovations Gaining Traction

Health and wellness have been a key trend that is largely reshaping the India bakery market dynamics, pushing firms to revamp traditional recipes. Urban Indians are demanding high-fibre, sugar-free, and protein-enriched baked items. In response, several regional brands have launched millet-based cookies and vitamin-fortified bread. The FSSAI's 'Eat Right Mela' and Smart Food initiative are supporting such product lines. Modern bakers are also incorporating flaxseeds, quinoa, and plant proteins to gain a competitive edge in the healthy foods category. Even traditional players are tweaking recipes for school and hospital catering contracts, targeting bulk supply deals.

Cold Chain Integration for Wider Reach

With more artisanal and preservative-free products entering shelves, cold chain logistics has been a key motivator driving growth in the India bakery market. The PM Kisan SAMPADA scheme has approved 399 cold chain projects since inception, helping bakery startups maintain quality during transit. Tier-2 and Tier-3 cities are also witnessing this cold chain expansion, allowing perishable baked goods like cream cakes and desserts to be delivered within 24 hours. Logistics partners like Snowman Logistics are offering bakery-specific warehousing zones to ensure freshness for B2B institutional buyers.

Rise of Hyperlocal Baking Brands

The D2C trend has gained momentum in the bakery market in India. Home bakers and cloud bakeries have scaled operations

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using technology platforms and central kitchens. Zomato and Swiggy now support local bakeries with real-time delivery, making small brands instantly scalable. Moreover, companies like Bake Well are scaling their home operations owing to aggregators and local sourcing of ingredients. Such hyperlocal brands are also collaborating with cafes and co-working spaces, offering freshly baked, made-to-order goods under white-label contracts.

Automation and Smart Baking Systems

Advanced baking technologies are further boosting the India bakery market trends and dynamics. Companies are integrating AI-based dough monitoring systems and conveyor oven technology to reduce manual errors and increase output. Companies like Samsung, LG, Whirlpool, Bosch, Haier, and Tovala have introduced smart ovens that use humidity control to maintain quality in variable conditions. These systems are helping players deliver consistent results at scale, which is crucial for B2B clients in airline catering or hotel chains. In addition, the government's PLI scheme for food processing is also incentivising technology investments, enabling bakeries to automate without compromising on artisanal quality.

Regional Fusion and Premiumisation

Fusion and premium formats are further gaining traction in the market. Brands are crafting ghee-laced croissants, saffron-dusted Danish rolls, and mawa-cakes with European flair. High-margin, limited-edition lines are becoming more common in metro cities, accelerating the India bakery market development. Moreover, the National Institute of Food Technology Entrepreneurship and Management (NIFTEM) has begun R&D collaborations with startups to refine shelf-life of fusion bakery items. These products appeal to upscale cafes, boutique hotels, and airline menus.

India Bakery Industry Segmentation

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

Market Breakup by Type

- Biscuit
- Bread
- Cakes and Pastries
- Rusk
- Others

Key Insight: The India bakery industry spans across bread, biscuits, cakes, rusks, and other niche products. Bread remains dominant in the market due to institutional demand and fortified offerings. Biscuits cater to mass-market and export needs, while cakes are gaining popularity owing to the urban cafe culture. The rusk category is witnessing steady growth due to long shelf life and tea culture. Other bakery products including protein bars and fusion bakes appeal to millennials and Gen Z consumers.

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Independent Retailers
- Artisanal Bakers
- Online

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Key Insight: As per the India bakery market report, supermarkets dominate the industry as they ensure large visibility and storage, while online channels offer convenience and personalisation. Artisanal bakers now use digital platforms to reach niche B2B customers. Convenience stores thrive in local neighbourhoods. Independent retailers remain key bakery hubs in small towns. While online platforms and supermarkets lead in volume, artisanal bakery sellers are carving out premium demand from affluent urban neighbourhoods and niche health-conscious consumer clusters.

Market Breakup by Region

- North India
- East and Central India
- South India
- West India

Key Insight: The southern region dominates the bakery industry in terms of scale and innovation, driven by organised retail and hospitality demand. North India is rapidly evolving with event-driven growth and D2C expansion. West India balances between heritage bakeries and modern outlets, while East and Central India show promise with millet-based products and government-led food processing clusters.

India Bakery Market Share

By Type, Bread Accounts for the Dominant Share, Bolstered by Deep Market Penetration

Bread continues to be the dominant owing to deep market penetration, especially through government-aided midday meal schemes and railway catering services. Urban manufacturers are rolling out multi-grain, protein-rich, and low-GI bread loaves targeting institutional buyers like gyms, school canteens, and hospitals. Companies such as Modern Foods have introduced fortified bread lines aligned with India's Poshan Abhiyaan. This category is also benefitting from private label expansions in large retail chains, where standardisation and hygiene compliance make bread the most preferred bakery product.

Driven by birthday culture and cafe chains, cakes and pastries represent the fastest-growing bakery type in the India bakery market. Growth in this category is fuelled by customised, eggless, and health-friendly variants, which are largely preferred by younger demographics. Cloud kitchens such as D Dark Bakery and Juice Bar in Bangalore, or The Dark Room Bakery and Cake in Jamnagar are increasingly supplying to premium hospitality clients with demand for theme-based or vegan cakes.

By Distribution Channel, Supermarkets and Hypermarkets Register Majority of the Market Share

Supermarkets and hypermarkets have largely contributed to the India bakery market revenue, especially in urban belts where packaging and hygiene heavily influence buyer choices. Chains like Reliance Fresh and Spencer's are offering shelf space for private-label bread, cakes, and rusks. These outlets also enable better product placement and seasonal promotions. Cold storage-enabled bakery counters have become industry standard, allowing storage of premium pastries and chilled dough products. Partnerships between regional bakery brands and supermarket chains have become a key distribution strategy. Brands are also experimenting with in-store bakeries for freshness appeal, serving bulk-buying B2B clients like restaurants, school canteens, and catering companies sourcing via wholesale tie-ups.

The online distribution channel is registering explosive growth in terms of the India bakery market value, driven by urban convenience and B2B delivery systems. Platforms like Amazon Fresh, BigBasket, and Blinkit now offer real-time stocking of artisanal bread, gluten-free cookies, and celebration cakes. Many bakeries have launched D2C platforms to serve bulk corporate

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gift orders, events, and hotel requirements. AI-driven apps also allow clients to personalise cake designs and track delivery timings.

India Bakery Market Regional Analysis

By Region, South India Occupies the Leading Position in the Market Owing to the Increased Adoption of Western Dietary Habits

The southern region accelerates consistent bakery demand in India, propelled by the growing adoption of Western dietary habits and robust cafe culture. Kerala and Tamil Nadu have particularly nurtured a strong base of legacy bakeries that now operate in industrial formats. The region's tropical climate has driven demand for cold storage bakery lines. States like Tamil Nadu and Kerala boast an organised bakery sector and companies in the region are actively launching new products. For instance, In August 2023, Kerala-based Craze Biscuits launched a chocolate sandwich biscuit, Bourbon, and chocolate cookie, Choco Rocky, in Kochi amid the rising demand for local and indigenous products.

The North India bakery market is gaining more momentum, particularly across NCR, Punjab, and Uttar Pradesh. Rising disposable incomes, festive culture, and growth of wedding/event catering firms have expanded B2B demand. Cities like Ludhiana and Lucknow are witnessing bakeries scale through franchise networks and online sales. Delhi-NCR remains a hub for premium cake studios, while food parks in Haryana are supporting industrial bread manufacturing.

Competitive Landscape

The India bakery market players are investing in smart baking technology, shelf-life extension R&D, and premiumisation to attract institutional clients. Brands are expanding via private label partnerships with modern retailers and entering bulk procurement channels for airlines, hospitals, and hotels. Millet-based bakery products, AI-enabled ovens, D2C bakery technology, probiotic rusks, and regional-European fusions are reshaping the market through health, innovation, speed, and premium appeal.

Export readiness is another key priority for India bakery companies with a focus on compliance and customisation. Sustainability is emerging as a major differentiator, with eco-friendly packaging and energy-efficient ovens becoming investment hotspots. Training hubs in metro cities are helping build specialised baking skills, enabling faster expansion for regional chains. Opportunities also lie in Tier-2 cities where demand for hygienic and affordable bakery items is growing.

Britannia Industries Ltd.

Britannia Industries Ltd., established in 1892 in Kolkata, India, is a leading food product company in India. Its key business areas include dairy, bakery, and adjacent snacks spanning more than 80 countries in the world.

Surya Food & Agro Ltd.

Surya Food & Agro Ltd., headquartered in Uttar Pradesh, India, is a company that manufactures and sells biscuits under the Priyagold brand. The company boasts strong manufacturing capabilities and extensively invests in developing products for customer preference.

Parle Products Pvt. Ltd.

Parle Products Pvt. Ltd., founded in 1929, is a leading manufacturer of biscuits and confectionery products in India. Its flagship product, Parle-G, is one of the most popular biscuits in India and is synonymous with nutrition, quality, and superior taste.

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Established in 1910 and headquartered in Kolkata, ITC Limited plays a key role in the India bakery market through its brand Sunfeast. The firm has expanded into premium biscuits and filled cakes, targeting health and indulgence simultaneously, ITC also supplies packaged bakery goods to schools and railways through centralised kitchens, leveraging scale with innovation.

Other key players in the market are Anmol Industries Ltd., Jubilant FoodWorks Limited, Ravi Foods Pvt. Ltd., Mondelez International, Inc, Mrs Bectors Food Specialities Ltd., and Patanjali Ayurved Limited, among others.

Key Highlights of the India Bakery Market Report:

- Historical performance and accurate forecasts through 2034, mapping macroeconomic shifts and evolving dietary preferences in India.
- Breakdown of high-growth categories like artisanal breads, hybrid snacks, and frozen patisserie within both retail and institutional channels.
- Technological advancements, such as vacuum cooling for extended shelf life and automation in mid-scale bakeries, gaining traction.
- Regional analysis pinpointing strong growth opportunities in states like Maharashtra, Tamil Nadu, and Gujarat, driven by rising quick-service restaurant (QSR) penetration.

Why Rely on Expert Market Research?

- Decades of domain-level expertise across food processing, bakery, and FMCG verticals.
- Transparent forecasting framework grounded in real-time bakery sales data, POS insights, and institutional procurement volumes.
- Strategic support with benchmarking tools and product feasibility assessments tailored for B2B expansion across tiered Indian markets.
- Continual updates incorporating new FSSAI guidelines, export incentives, and grain pricing dynamics affecting ingredient sourcing decisions.

Call to Action

Explore the latest trends shaping the India bakery market 2025-2034 with our in-depth report. Gain strategic insights, future forecasts, and key market developments that can help you stay competitive. Download a free sample report or contact our team for customized consultation on India bakery market trends 2025 .

More Insights On:

Latin America Bakery Products Market United States Bake-off Bakery Market Australia Bakery Ingredients Market South Korea Bakery Premixes Market Bakery Processing Equipment Market Australia Bakery Products Market France Bakery Products Market Bakery Ingredients Market Bakery Products Market Bakery Enzymes Market

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