

Unit - I

I. Bakery status in India

In 2022 - US\$ 11.3 Billion

2028 - US\$ 21.2 Billion

A bakery is an establishment, which prepares and sells flour based products such as, bread, cakes, donuts and pastries.

The main component of Bakery product is All purpose flour.

This can be replaced by Rye, oat, Maize & wheat, which offers enormous nutrient to the final product which promotes Health.

This Bakery product offers convenience & affordability to consumer, gaining immense popularity across India.

Indian Bakery Market Trends:

The growing population is resulting in rising demand for Bakery products in India. This is the main key factor positively influencing the market. In addition to it, ↑ consumption, bread, biscuit & fast moving consumer goods is contributing to growth.

Apart from this ↑ westernized culture in food demands for bakery products. This in confluence with rising consumption of cakes on birthdays and other special occasions stimulates market growth.

Along with this, the burgeoning food & Beverage industry coupled with expansion of quick service Restaurants & fast food chains, ↑ing the usage of bread for preparing sandwiches, burgers, soups & snacks apart from this life style & dietary patterns are driving the consumption of RTE & bakery products. Furthermore, Rise in health awareness among individuals is propelling manufacturers to produce low trans-fat, multi grain and whole wheat product.

Besides, the expansion of Super market, convenience store and departmental stores ↑ the growth opportunities

The e-commerce industry that offers door step delivery, exciting offers & online payment methods ↑ the market growth. The promotional activity ↑ the market & ↑ the profitability

Breakup by product type:

Biscuit: cookies, Creame Biscuits, Marie Biscuit, Non Salt Crackers, Salt, Crackers, milk biscuit

Bread: Sandwich, Breads, Hamburgers, Croissants &

Others

Cakes: Cupcakes, muffins, Pastries, Donuts, Swiss rolls

Rusk.

Break up distribution:

Convenience stores, hypermarket, Artisanal Bakeries, Baking

Key players:

Britannia, ITC, Parle.

Confectionery.

CAGR - 6-10% during 2022-2027

Confectionery refers to wide range of products that is rich in sugar & other sweetness. They are prepared by several ingredients that is stabilizer, emulsifiers, gelling, flavouring & thickening agent to enhance the texture, taste, appearance and elasticity.

Confectionery includes chocolates & non-chocolates candies, gum, ice cream, frozen desserts.

Market trend:

The emerging trend of gifting confectionery products during festivals or special events such as birthdays, anniversaries, social meetings are the driving force of Indian confectionery market. Apart from this urbanization, improving consumer living standards, & increasing the demand for imported chocolates are the other factors.

Several key players introduced limited edition & premium confectionery products which also plays major role.

Besides this, the growing populations towards sugar free confectionery, & concerns towards obesity & diabetes are also propelling the demand.

Apart from this vegan, cruelty-free, no additives & reduced allergens further catalyse the market growth.

Breakup by product:

Hard-boiled candies, Gums & Jellies, Chocolates, Caramels & Toffees, medicated confectionery

Breakup age group:

children, Adult, Geriatric

Breakup by price point:

Economy, mid-range, luxury

Breakup distribution

Drug store, online stores, Supermarkets & HyPermarkets and convenience stores