

# **Bakery Industry in India (Bread, Biscuits and Other Products) Present & Future Prospects, Market Size, Statistics, Trends, SWOT Analysis and Forecasts (Upto 2017)**

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The market research report titled 'Bakery Industry in India (Bread, Biscuits and other products) – Present & Future Prospects, Market Size, Statistics, Trends, SWOT Analysis and Forecasts (Upto 2017)' released by Niir Project Consultancy Services, provides a comprehensive analysis on Indian bakery industry covering detailed reporting of the bread and biscuits sector in India.

The report also provides a bird's eye view of the global bakery industry with details on projected market size and then progresses to evaluate the Indian industry in detail. The report elucidates the structure of Indian bakery industry, its classification in various products (Biscuits, bread, cakes, pastries, buns and rusks) and then provides a categorical overview of bread and the biscuits sector. The Indian biscuit sector is dominated by players like Britannia, Parle and Sunfeast brand (ITC) together with other small players like Priyagold, Anmol Biscuits, Cremica etc whereas bread sector has only two major players, Britannia and Modern; and a host of regional players like Harvest Gold, Bonn, Vibbs etc.

The report provides an expansive market analysis of the Indian bakery sector by covering areas like growth drivers, trends prevailing in the industry as well as comprehensive SWOT analysis of the sector. The report identifies growth factors of the industry as changing perception of the bakery products coupled with changing lifestyles of the Indian population. Consumption of bakery products was not in the Indian culture; however with changing eating habits of the people and with rising western influence on food consumption patterns, bakery products today have got takers from all age groups in the country. Rising preference for premium biscuit category is another factor that will contribute in the volume growth for the industry. Glucose segment has been losing its share to categories like cookies and cream biscuits which are growing at a much higher rate than the overall biscuit sector. Also the industry has been experiencing fortification of the bakery products in order to satiate the burgeoning appetite of the 'health conscious' Indian. Numerous healthy products have been launched in the bakery segment and are gaining popularity at a high rate. Mounting presence of bakery chains has further triggered the growth in the sector. Several international bakery chains have entered in India recognizing potential of the industry.

Trends that have been gaining ground in the sector are e-retailing of the bakery products, aggressive expansion plans of the incumbents as well as technological and ingredients advancement. Just when you thought that electronics and clothes were the only popular categories in e-retailing, there came bakery products which have been gaining traction in the e-retailing segment. Bakers are also bringing innovation and advancement in the technology and

ingredients they use. Packaging front has also seen some changes in the past years. The report further evaluates the position of the industry by providing insights to the SWOT analysis of the industry. Large Indian population, abundant supply of raw materials and low capital requirements are some strengths of the bakery segment in India. India is among top producers of key raw materials of the bakery industry which puts sector in the sweet spot. The sector faces challenges in the form of raw material fluctuations, high taxation as well as its unorganized nature. Industry's raw materials being agricultural in nature are exposed to seasonal fluctuations in terms of availability and price movements. Rising competition in the sector due to low capital requirements and high growth rate of the sector is another impediment faced by the industry. However even after such challenges, the industry has opportunities galore. Low consumption of bakery products in the industry and spurt in the organized retail in the country are some of the biggest opportunities for the bakery players. Rising incomes as well as emergence of new middle class segment will also be key factors in the growth for the industry. Indian bakery segment is already in a favorable position with high rural penetration of its products which will help it tap the Indian rural consumption boom.

The next segment of the report scrutinizes the demand supply scenario of the bakery industry with projections of important numbers covering the overall bakery sector as well as biscuit and bread segment also. The report also provides you a succinct view on the foreign trade of bakery products. It captures the current market size of the sector as a whole together with bread and biscuit segment coupled with forecasts for the next five years. The report also includes key player profiles of players like Britannia Industries Ltd, Parle Products Ltd, ITC Ltd, Surya Food & Agro Ltd (Priyagold) and Modern Food Industries India Ltd. The report shares vital information like shareholding pattern, revenue mix, plant location and financial summary of the aforesaid companies. The next segment provides complete financial comparison of bakery companies in India.

Indian bakery industry is one of the biggest sections in the processed food industry of the nation and has undergone a massive change majorly on account of changing perception of bakery products and evolving consumer tastes. Rising urbanization and growth in the disposable incomes of the Indian population has proven to be a magnet for international bakery chains owing to which the sector has seen an influx of foreign bakery companies foraying into India which has helped in improving the quality of Indian bakery products. Today there is a constant effort by the bakery players to innovate their product line to match up to Indian palate. Driven by evolving perception of bakery products in India, consumption boom in the nation and changing consumer preferences, we estimate the Indian bakery industry to touch levels of INR 483 billion in the next five years.

Reasons for Buying this Report:

- This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure and classification
- The report provides market analysis covering major growth driving factors for the industry and latest market trends in the industry
- This report helps to understand the present status of the industry by elucidating a comprehensive SWOT analysis and scrutiny of the demand supply situation
- Report provides analysis and in-depth financial comparison of major players/competitors
- The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

## 1. OVERVIEW

### 1.1 The Global Scenario

### 1.2 The Indian Scenario

#### 1.2.1 Classification of the Industry

#### 1.2.2 Category Overview

## 2. MARKET ANALYSIS

### 2.1 Industry Growth Drivers

#### 2.1.1 Changing perceptions and lifestyles

#### 2.1.2 Premiumization of the biscuit sector

#### 2.1.3 Rising Urbanization

#### 2.1.4 Product Innovation

#### 2.1.5 Easy availability

### 2.2 Emerging Trends in the Industry

#### 2.2.1 E-retailing of bakery products

#### 2.2.2 Expanding Foothold

#### 2.2.3 Technological Advancements

#### 2.2.4 Improved Packaging Solutions

#### 2.2.5 Innovation in ingredients

### 2.3 SWOT Analysis

#### 2.3.1 Strengths

#### 2.3.2 Weaknesses

#### 2.3.3 Opportunities

#### 2.3.4 Threats

## 3. MARKET FORECASTS

### 3.1 Demand

#### 3.1.1 Biscuits

#### 3.1.2 Bread

### 3.2 Supply

#### 3.2.1 Biscuits

#### 3.2.2 Bread

### 3.3 Foreign Trade

## 4. KEY PLAYERS

### 4.1 Britannia Industries Ltd

### 4.2 ITC Ltd

### 4.3 Parle Products Ltd

### 4.4 Modern Food Industries (India) Ltd

### 4.5 Surya Food & Agro Ltd

## 5. KEY FINANCIALS AND ANALYSIS

### 5.1 Contact Information

#### 5.1.1 Registered Office Address

#### 5.1.2 Director's Name

### 5.2 Key Financials

#### 5.2.1 Plant Location

#### 5.2.2 Raw Material Consumption

#### 5.2.3 Plant Capacity & Sales

### 5.3 Financial Comparison

#### 5.3.1 Assets

#### 5.3.2 Liabilities

#### 5.3.3 Growth in Assets & Liabilities

#### 5.3.4 Income & Expenditure

#### 5.3.5 Growth in Income & Expenditure

#### 5.3.6 Profits

#### 5.3.7 Liquidity Ratios

- 5.3.8 Profitability Ratios
- 5.3.9 Return Ratios
- 5.3.10 Working Capital & Turnover Ratios
- 6. INDUSTRY SIZE & OUTLOOK

## LIST OF FIGURES & TABLES

- Figure 1 Global Bakery Products Industry- Market Size
- Figure 2 Indian Bakery Industry- Structure
- Figure 3 Indian Biscuit Industry- Structure
- Figure 4 Indian Biscuit Industry- Price Segments
- Figure 5 Indian Biscuit Industry- Consumption Pattern
- Figure 6 Indian Bread Industry- Structure
- Figure 7 Indian Bread Industry- Consumption Pattern
- Figure 8 Shrinking Glucose Segment (FY10-13)
- Figure 9 Indian Population Structure- Rural & Urban
- Figure 10 Online Retailing in India- Market Size (2008-16, In INR Billions)
- Figure 11 Population of India (2008-17, In Millions)
- Figure 12 India's Wheat Production (2006-12, In Lakh Tonnes)
- Figure 13 Milk Production in India (2009-13, In Million Tonnes)
- Figure 14 India's Sugar Production (2009-13, In Million Tonnes)
- Figure 15 MSP of Wheat (2010-15, In INR/Quintal)
- Figure 16 Indian Middle Class Population (Current-2026)
- Figure 17 India's Annual Per Capita Income (2008-13, In INR)
- Figure 18 Per Capita Consumption of Bakery Products in the World (In Kgs)
- Figure 19 Demand Structure of Bread & Biscuits In India
- Figure 20 Share of Organized Retail in Indian retail industry (2012-17)
- Figure 21 Demand for Biscuits in India (2007-12, In Million Tonnes)
- Figure 22 Demand for bread in India (Upto 2017, In Million Tonnes)
- Figure 23 Bakery Production in India (2017, In Million Tonnes)
- Figure 24 Registered Bakery Units in India (2007-11)
- Figure 25 Total Investments in Bakery Sector (2011-14E, In INR Millions)
- Figure 26 Biscuit Production in India- Organized Sector (2007-17, In Million Tonnes)
- Figure 27 Bread Production by Selected Producers (2008-17E, In '000 Tonnes)
- Figure 28 Britannia Industries Ltd- Bread production (2008-11, In '000 Tonnes)
- Figure 29 Britannia Industries Ltd- Shareholding Pattern (Dec 2013)
- Figure 30 Britannia Industries Ltd- Revenue Distribution (March 2013)
- Figure 31 ITC Ltd- Shareholding Pattern (Dec 2013)
- Figure 32 ITC Ltd- Revenue Distribution (March 2013)
- Figure 33 Indian Bakery Industry- Market Size (2005-17, In INR Billions)
- Figure 34 Indian Biscuit Industry- Market Size (2009-17, In INR Billions)
- Figure 35 Indian Bread Industry- Market Size (2008-17, In INR Billions)

- Table 1 Bakery Chains in India
- Table 2 Indian Exports of Bakery Products- List of Countries
- Table 3 Indian Imports of Bakery Products- List of Countries
- Table 4 Britannia Industries Ltd- Plant Locations (March 2013)
- Table 5 Britannia Industries Ltd- Financial Summary (2011-13)
- Table 6 ITC Ltd- Plant Locations (March 2013)
- Table 7 ITC Ltd- Financial Summary (2011-13)
- Table 8 Parle Products Ltd- Plant Locations (March 2013)
- Table 9 Surya Food & Agro Ltd- Financial Summary (2010-12)

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NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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