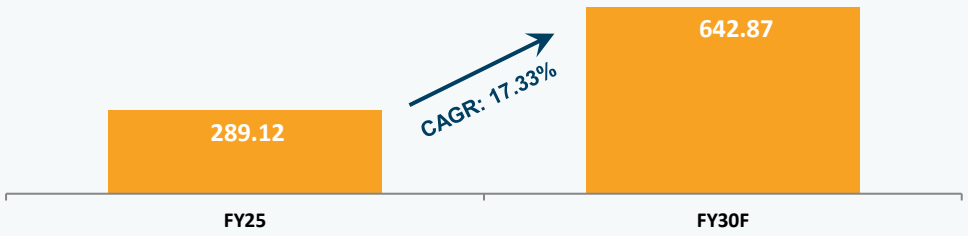
FMCG

MARKET SIZE

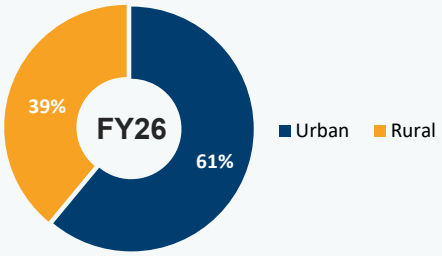
Indian FMCG Market (US$ billion)



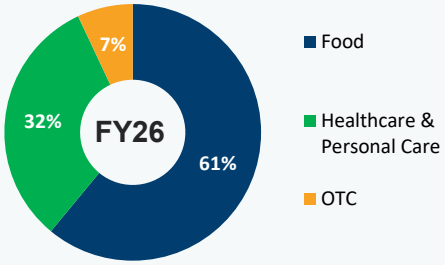
Note: F - Forecast

SECTOR COMPOSITION

Urban-Rural Industry Break-up

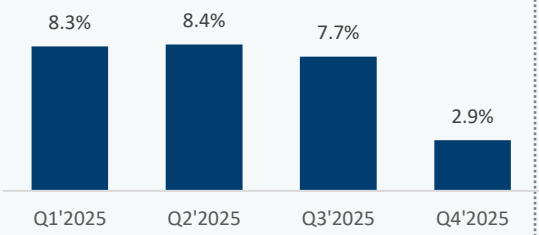


Segment Wise Break-up of Revenue

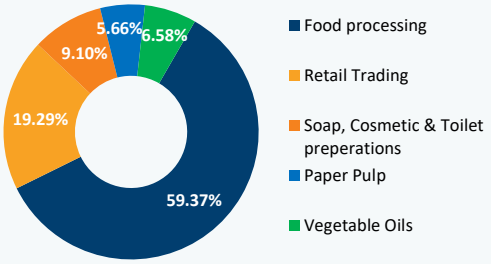


KEY TRENDS

Rural areas drive FMCG (% Vol Growth y/y)



Cumulative FDI Inflow Share – from January 2000-March 2026



GOVERNMENT INITIATIVES

PLI scheme for the food processing industry

Startup India Fund of Funds 2.0

FDI in organised retail

ADVANTAGE INDIA

- **Robust demand:** Indian food processing market size reached Rs. 33052.5 billion (US$ 382.24 billion) in 2025 and is expected to reach Rs. 65835 billion (US$ 689.02 billion) by 2034. The Indian food processing industry accounts for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth.
- **Attractive Opportunities**: India is a global leader in Q-commerce adoption, with 16%-17% of e-retail GMV generated through Q-commerce platforms. This share is significantly higher than in most other markets, with China being the only other country showing similarly strong growth. India's healthy snack market was valued at Rs. 27,065 crore (US$ 3.13 billion) in 2025, and it is expected to reach Rs. 45,634 crore (US$ 4.77 billion) by 2034, exhibiting a CAGR of 4.80%, driven by functional, natural options, quick commerce, and premiumisation.
- **Policy support**: With an outlay of Rs. 10,900 crore (US$ 1.15 billion), the PLISFPI is being implemented from 2021–22 to 2026–27. The scheme aims to achieve processed food production worth Rs. 33,494 crore (US$ 3.53 billion) and generate employment for approximately 2.5 lakh people by 2026–27.
- **Higher Investment:** ITC Ltd. plans Rs. 20,000 crore (US$ 2.33 billion) investment over the next five to six years, focusing on FMCG growth, margin expansion, new product launches, horticulture, and AI-driven operations.

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