

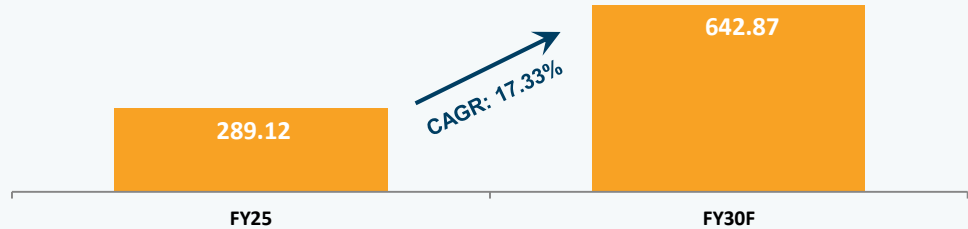


FMCG



MARKET SIZE

Indian FMCG Market (US\$ billion)

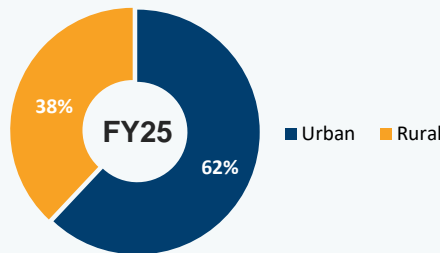


Note: F - Forecast

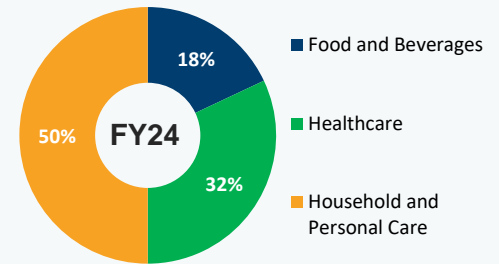


SECTOR COMPOSITION

Urban-Rural Industry Break-up

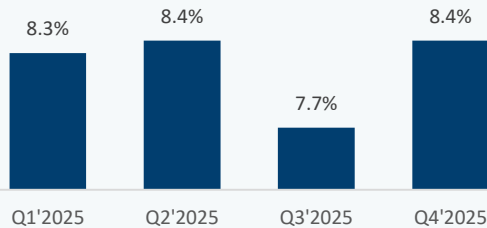


Segment Wise Break-up of Revenue

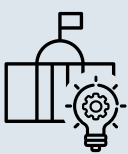
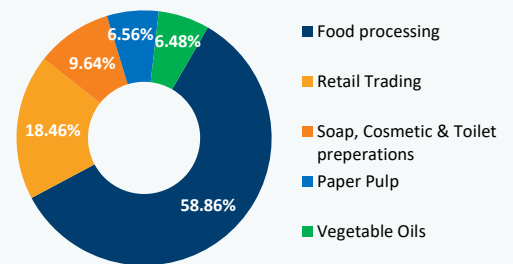


KEY TRENDS

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



Cumulative FDI Inflow Share – from April 2000-December 2025



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 US\$ 354.5 billion in FY24 and is expected to reach US\$ 535.0 billion by FY26, exhibiting a growth rate (CAGR) of 22.8% during 2024-2026. 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:** The quick commerce market in India currently exhibits a penetration rate of only 7% of the potential market, with a total addressable market of US\$ 45 billion, surpassing that of food delivery, indicating that a significant opportunity remains untapped. India's healthy snack market was valued at US\$ 3.13 billion in 2025, and it is expected to reach US\$ 4.77 billion by 2034, exhibiting a CAGR of 4.80%, driven by functional, natural options, quick commerce, and premiumisation. FMCG giants are gearing up to capitalise on the heating Indian pet food market, driven by the rise in pet ownership and disposable income of owners.
- Policy support:** Union Budget 2023-24 has allocated US\$ 976 million for PLI schemes that aim to reduce import costs, improve the cost competitiveness of domestically produced goods, increase domestic capacity, and promote exports.
- 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.