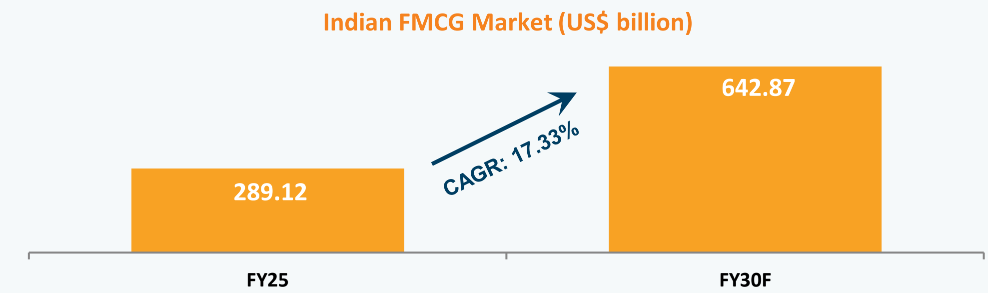
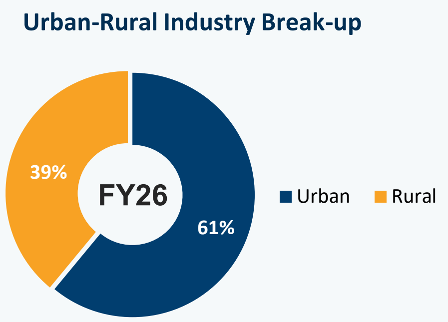
FMCG

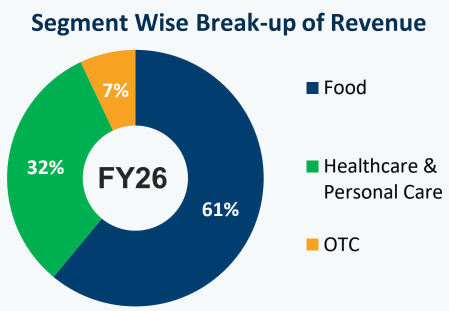
MARKET SIZE



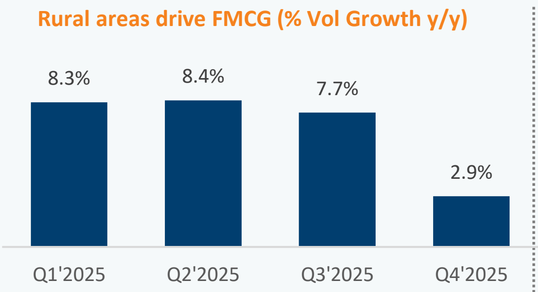
Note: F - Forecast

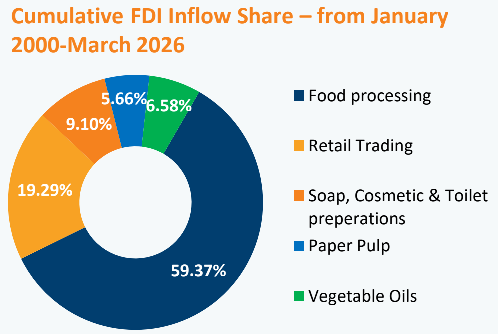
SECTOR COMPOSITION





KEY TRENDS





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 FY25 and is expected to reach Rs. 65835 billion (US$ 689.02 billion) by FY34. 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 Rs. 4,305.03 billion (US$ 45 billion), surpassing that of food delivery, indicating that a significant opportunity remains untapped. 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. 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**: The Union Budget 2025-26 provides a strong push to consumer spending, particularly benefiting the FMCG industry. The increase in disposable income, rural development focus, and MSME support create an ideal environment for growth.
- **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.