

Market Research Report  
On  
Biscuits Manufacturing Industry  
in India, 2024



**Rao's Business  
Marketing Company**

## Industry Overview

The biscuit manufacturing industry in India is one of the largest and most dynamic segments of the food processing sector. Biscuits are a staple snack across all age groups, offering affordability, convenience, and variety. The industry caters to both domestic consumption and export markets, making it a vital contributor to India's economy.

In 2024, the biscuit market is experiencing robust growth driven by increasing urbanization, rising disposable incomes, and changing consumer preferences toward premium and healthier snacks. The growing popularity of packaged food and the expansion of e-commerce platforms have further fueled demand.

## Market Size and Growth

### 1. Market Value:

- The Indian biscuit market was valued at **INR 45,000 crore (USD 5.4 billion)** in 2023 and is projected to grow at a **CAGR of 8-10%** during 2024-2028.

### 2. Volume Growth:

- India is the second-largest biscuit producer globally, with annual production exceeding **4 million metric tons**.
- Per capita consumption is steadily increasing, especially in urban and semi-urban areas.

### 3. Exports:

- Indian biscuits are exported to over 120 countries, with key markets in the Middle East, Africa, and Southeast Asia. Exports account for approximately **10-12%** of total production.

## Key Market Segments

### 1. By Product Type:

- **Glucose Biscuits:** Most popular due to affordability and high demand in rural areas.

- **Cream Biscuits:** Cater to children and young consumers, with various flavors.
  - **Digestive Biscuits:** Target health-conscious consumers.
  - **Marie Biscuits:** Preferred for their versatility and pairing with tea/coffee.
  - **Premium Biscuits:** Include cookies, chocolate-coated biscuits, and exotic flavours.
2. **By Packaging Type:**
- **Family Packs:** High-volume packs for households.
  - **Single-Serve Packs:** Affordable options for on-the-go consumption.
  - **Gift Packs:** Gaining popularity during festive seasons.
3. **By Consumer Group:**
- **Urban Consumers:** Drive demand for premium and health-focused biscuits.
  - **Rural Consumers:** Prefer affordable and value-for-money options.
4. **By Distribution Channel:**
- **Modern Trade:** Supermarkets and hypermarkets contribute to higher sales of premium products.
  - **Traditional Retail:** Kirana stores dominate rural and semi-urban markets.
  - **E-commerce:** Rapidly growing due to convenience and a wide product range.

## **Market Drivers**

1. **Health and Wellness Trends:**
- Rising demand for low-sugar, high-fiber, gluten-free, and protein-enriched biscuits.
  - Growth in digestive and oat-based biscuits among health-conscious consumers.
2. **Urbanization and Lifestyle Changes:**
- Increased preference for packaged snacks due to busy lifestyles and convenience.
3. **Rural Market Penetration:**
- Expanding reach of affordable biscuits in rural areas through strong distribution networks.
4. **Innovative Offerings:**

- Manufacturers are introducing exotic flavours, healthier ingredients, and premium packaging to attract diverse consumer segments.

#### 5. **Government Policies:**

- Support for the food processing sector through initiatives like **Production Linked Incentive (PLI)** schemes and subsidies for small-scale industries.

## **Challenges**

#### 1. **Rising Raw Material Costs:**

- Fluctuations in the prices of wheat, sugar, and edible oils affect profitability.

#### 2. **Competition:**

- Intense competition from domestic players and multinational brands.

#### 3. **Health Concerns:**

- Growing scrutiny of high-sugar and high-fat content in biscuits, pushing manufacturers to reformulate recipes.

#### 4. **Logistics and Distribution:**

- Maintaining product freshness and managing costs in rural and remote areas.

## **Competitive Landscape**

#### 1. **Key Players:**

- **Britannia Industries:** Market leader with a diverse portfolio including Good Day, Marie Gold, and Bourbon.
- **Parle Products:** Known for Parle-G, the world's largest-selling biscuit.
- **ITC:** Offers premium and health-focused biscuits under the Sun feast brand.
- **Unibic Foods:** Specializes in cookies and premium biscuits.
- **Cremica:** Focuses on catering to the middle-income segment with a mix of traditional and innovative products.

#### 2. **Strategies:**

- Launching healthier options to cater to evolving consumer preferences.
- Expanding rural distribution networks to tap into untapped markets.

- Leveraging digital marketing and e-commerce for greater consumer reach.

## **Consumer Trends**

### **1. Premiumization:**

- Increasing demand for indulgent and exotic flavours, such as chocolate hazelnut, almond, and cranberry.

### **2. Health-Focused Consumption:**

- Rising preference for whole-grain, sugar-free, and fortified biscuits.

### **3. Snacking on the Go:**

- Single-serve and portion-controlled packs gaining popularity among urban consumers.

### **4. Regional Flavors:**

- Growing interest in biscuits with locally inspired flavours like cardamom, saffron, and coconut.

### **5. Sustainability:**

- Consumers favour brands using eco-friendly packaging and sustainable sourcing practices.

## **Future Outlook**

The biscuit manufacturing industry in India is poised for steady growth in 2024 and beyond, driven by evolving consumer preferences, technological advancements, and expanding distribution networks. The focus will increasingly shift toward healthier and premium offerings, supported by robust marketing strategies.

### **Opportunities:**

- Expansion into rural markets with affordable products.
- Innovation in health-focused and premium biscuit segments.

- Collaboration with e-commerce platforms for enhanced reach.

**Threats:**

- Rising competition from international brands and local start-ups.
- Regulatory changes concerning health standards and labeling.

## **Conclusion**

The biscuit manufacturing industry in India is a resilient and evolving sector with significant growth potential. By aligning with consumer trends, addressing health concerns, and leveraging innovative technologies, manufacturers can capitalize on emerging opportunities. The integration of sustainability practices and the focus on rural and premium markets will further strengthen the industry's growth trajectory in 2024.



Rao's Business Marketing Company,  
Hyderabad, India, 500074

