



Euromonitor
International

Processed Fruit and Vegetables in India

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Processed Fruit and Vegetables in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience is a key advantage amidst a consumer preference for fresh food

INDUSTRY PERFORMANCE

High convenience for hectic lifestyles underpins the consumer interest in processed fruit and vegetables

Developments add dynamism to the retail and foodservice offer

WHAT'S NEXT?

Shelf stable fruit and vegetables to remain hampered by limited availability and low awareness

Players to leverage more affordable packs to encourage consumer trials

Economic improvements and government initiatives to stimulate demand while growing health consciousness may hamper the frequency of consumption

COMPETITIVE LANDSCAPE

McCain Foods India enjoys a clear lead with a strong product portfolio and widespread distribution

Del Monte and Safal foster interest in shelf stable fruit and frozen processed vegetables, respectively

CHANNELS

Large modern grocery retailers gain on small local grocers

E-commerce fits well with the convenience appeal of processed fruit and vegetables

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Staple Foods in India - Industry Overview

EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

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INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers
Government regulations to improve transparency and affordability

COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented
Health consciousness increases the focus on brands offering quality, transparency and minimal processing

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Small local grocers enjoy unmatched last-mile connectivity
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