

# FROM STREET TO SHELF

## CAN INDIA'S PACKAGED FOOD GET PREMIUM?

India's ₹4.6T packaged food market is growing fast — and opening new opportunities for brands ready to scale, modernize, and transform.

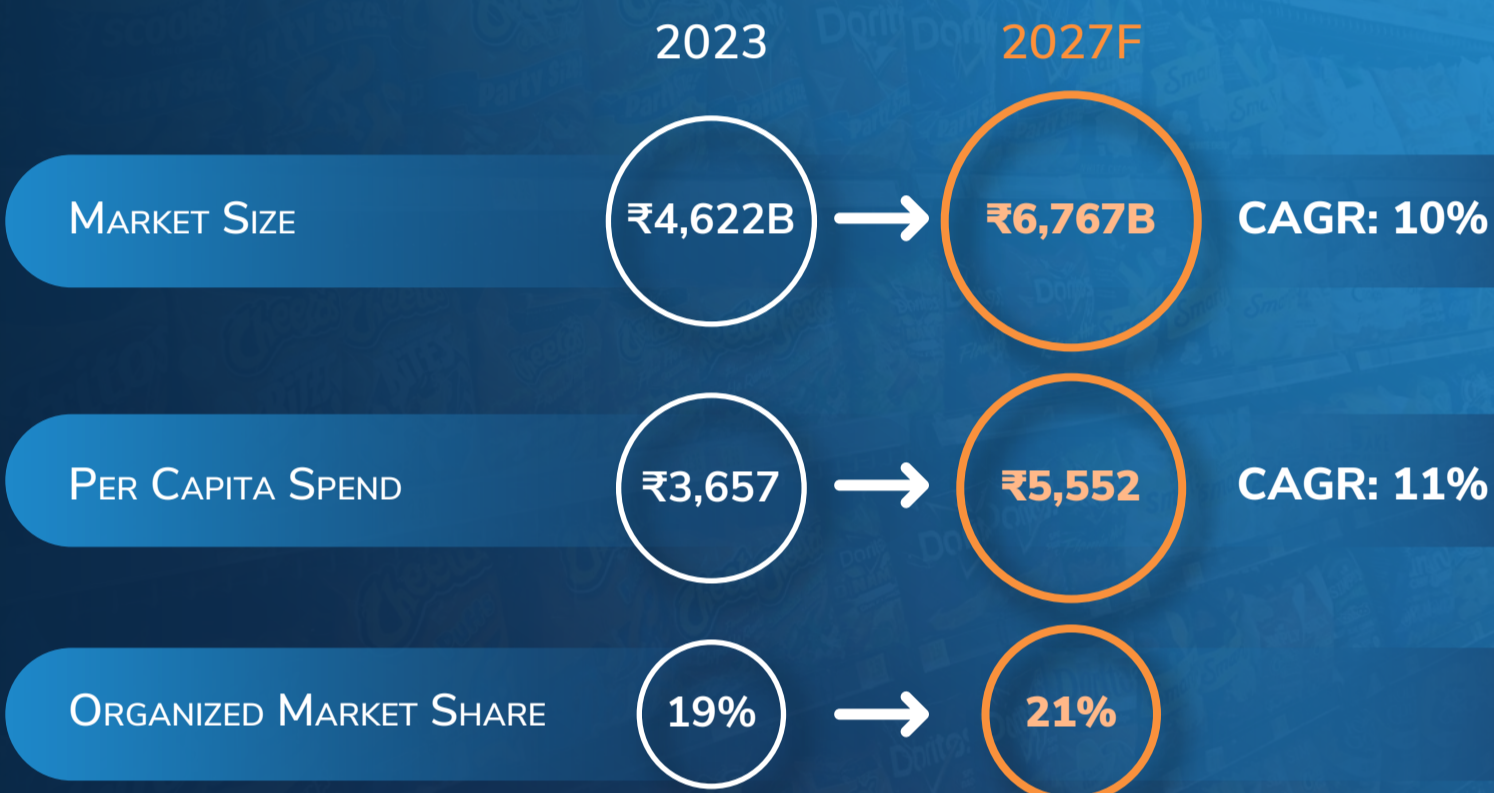
# Only 19%

of India's packaged food market is organized.

Unorganized players dominate the **₹4.6T market** — but evolving demand for hygiene, convenience, and packaging is creating a turning point for premium, branded scale-ups.

### THE BIG PICTURE

#### India's Packaged Food Landscape



**Unorganized still dominates,**  
but **branded categories are gaining traction.**

#### What's Holding Premiumization Back?

- 81% of market still unorganized
- Packaging inconsistencies & hygiene gaps
- Consumer trust is higher for regulated brands
- Resistance to change in Tier II/III markets

#### Where the Growth Is

##### CAGR (2023–2027F)

- Ready-to-Eat Meals: 15%
- Baked Products: 13%
- Snack Industry Share: 32%

**Snack and RTE formats are**  
the **front-runners for premium, packaged scale.**



PREMIUM PACKAGING



SMART RETAILING



SNACK INNOVATION

can unlock new margins in India's ₹6.7T packaged food future.

**The shift from street to shelf is already underway — will your brand lead it?**

#### Why Talk to Frost & Sullivan?

Frost & Sullivan helps food brands unlock growth through:

- Category-level scale opportunity mapping
- Retail channel + SKU strategy optimization
- Go-to-market advisory for emerging food brands

Let's decode your growth path in India's packaged food revolution.  
Email to: [saenquiries@frost.com](mailto:saenquiries@frost.com)