

CAN INDIAN SNACKS WIN BIG ON THE GLOBAL SHELF?

The global appetite for Indian packaged foods is growing — but are we ready to lead the shelf?



India ranks among the top food producers globally — yet its share in global packaged food exports remains modest.

Traditional snack formats like bhujia, namkeen, papad, and ready-to-eat mixes have international appeal. But most brands lack global visibility, scalable operations, and export-ready packaging.

? How Big Is the Global Packaged Food Opportunity and Where Does India Stand?

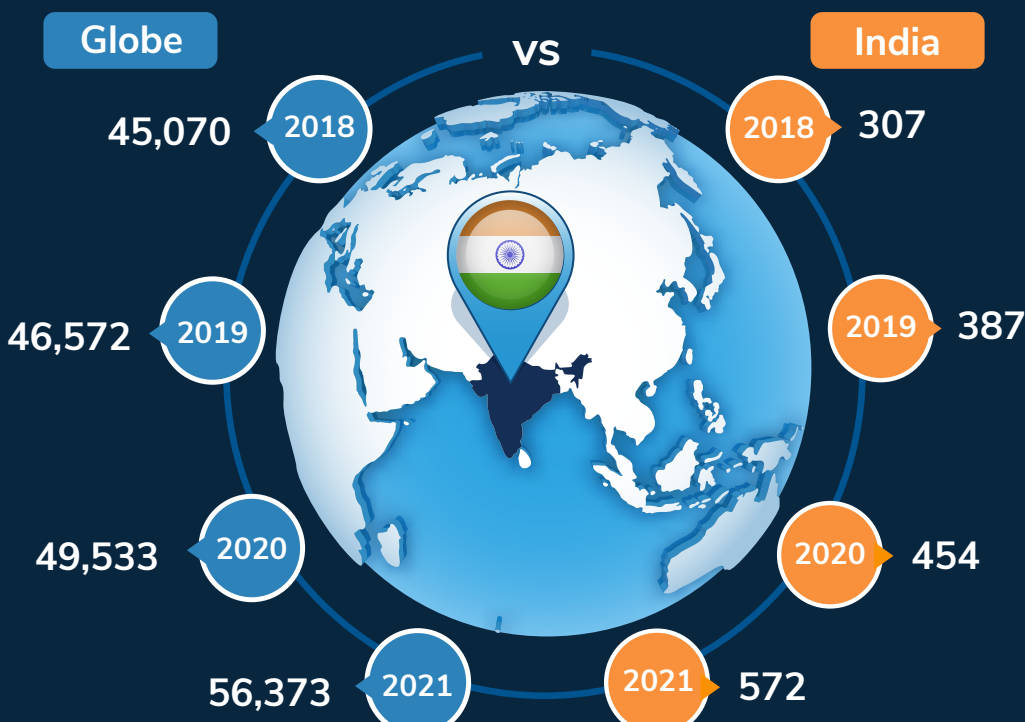
Global Export Market (2021)
USD 56,373 million



India's Share
USD 572 Million
(Just ~1%)

India has the scale and product diversity, but struggles with brand-led export readiness.

Export value of Food Preparation including packaged food products Such as Snacks, USD Million: FY 2018-FY 2021



Source: ITC Trade Maps, Frost & Sullivan Analysis

? Where Is India Shipping Its Snacks?

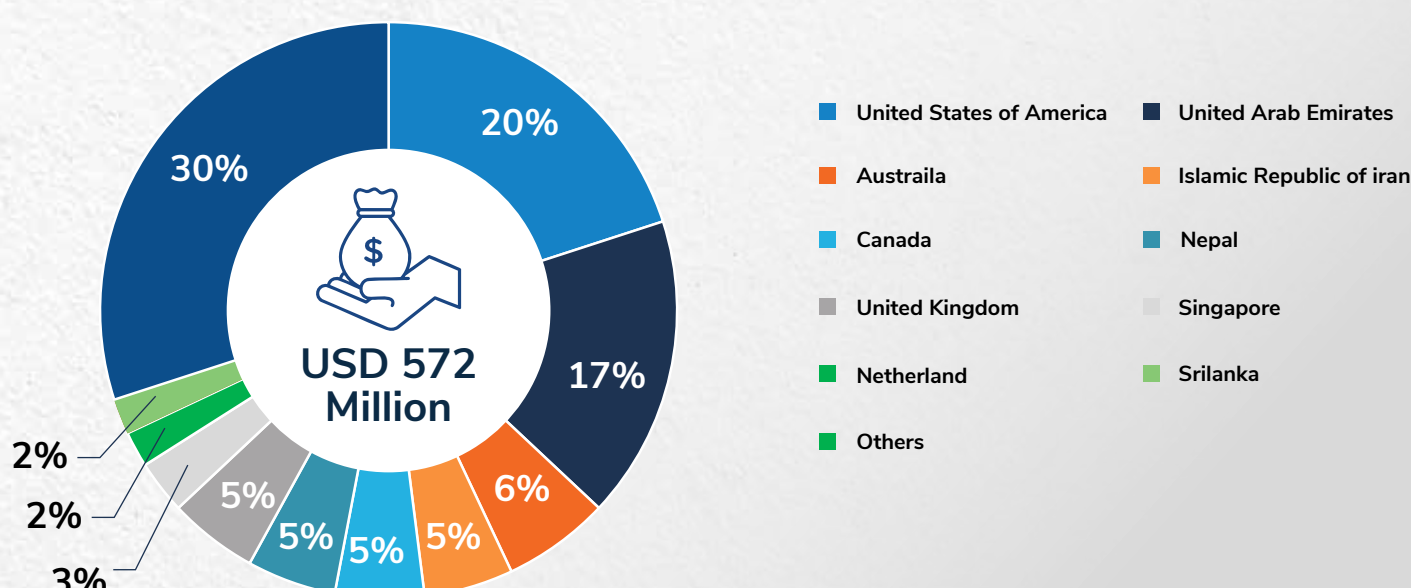
Top export destinations for Indian packaged foods include:

United States, United Arab Emirates, United Kingdom, Saudi Arabia, Nepal, and Bangladesh.

Exports remain concentrated in diaspora-friendly markets, while global retail expansion opportunities are underutilized.



Top 10 Importers of Food Preparation including packaged food products such as Snacks from India, FY 2023



Source: ITC Trade Maps, Frost & Sullivan Analysis

What Can Unlock India's Export Growth?

India's packaged snack exports can scale with the right strategy and enablers.

- High-performing formats already winning at home**
Bhujia, RTE mixes, and extruded snacks are ready for global scale.
- Mainstreaming of Indian flavours and formats abroad**
Ethnic aisles are expanding in US, UK, GCC — the demand is real.
- Government-backed push for scale**
APEDA, CEFPPC, and PLI schemes support infra, quality, and compliance.
- Strategic co-manufacturing opportunities**
Global brands increasingly seek India-based production partnerships.
- Wellness-positioned Indian products gaining ground**
Vegan, gluten-free, and clean-label Indian snacks are under-leveraged abroad.

India has the products, the policy support, and rising demand — what it needs now is execution.

Those who act now could define India's next global snack success story.

Unlocking the next wave of exports needs a clear shelf strategy. The next ₹1,000 crore opportunity could be global.

WHO'S READY TO LEAD?

Frost & Sullivan works with food brands, processors, and exporters to:

- Identify high-potential export destinations and entry formats
- Benchmark packaging, labelling, and compliance needs
- Structure co-manufacturing or private label export strategies
- Tap into government schemes and incentive platforms

Let's decode your global go-to-market roadmap.

E-mail: saenquiries@frost.com

