

# **Baked Goods in India**

March 2024

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#### Baked Goods in India - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Major players in packaged leavened bread focus on innovation, with millet as the star healthy ingredient Multiple celebration occasions and frequent travel activities drive the growth of baked goods Inflationary headwinds put pressure on companies' gross margins

# PROSPECTS AND OPPORTUNITIES

Players in cakes will continue to innovate, catering to multiple positionings Health and wellness claims will continue to be important in baked goods Intensity of competition set to rise in the forecast period

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