

India Organic Food Market 2024-2032, Size, Trends, Industry Statistics and Competitive Analysis

BROOKLYN, NY, USA, December 5, 2023 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "India Organic Food Market Report by Product Type, Distribution Channel and Region 2024-2032", the India organic food market size reached US\$ 1,582.2 Million in 2023. Looking forward, IMARC Group expects [the market to reach US\\$ 8,918.5 Million by 2032](#), exhibiting a growth rate (CAGR) of 21.19% during 2024-2032.



Factors Affecting the Growth of the India Organic Food Industry:□

- Rising Health Consciousness and Lifestyle Changes:

The growth of the organic food market in India is significantly driven by the increasing health consciousness among consumers. With rising awareness about the adverse effects of chemicals and pesticides in conventional farming, there is a growing preference for organic products perceived as healthier and safer. This shift is particularly noticeable in urban areas, where lifestyle diseases and health issues are more prevalent. Additionally, the burgeoning middle class, with higher disposable incomes, is more willing to invest in healthier food options. The growing trend of clean eating and wellness, fueled by digital media and health influencers, also plays a crucial role in promoting organic foods as a preferred choice for a healthier lifestyle.

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- Government Initiatives and Support for Organic Farming:

The Indian government's support and initiatives towards organic farming are pivotal in driving the market's growth. Policies like the National Programme for Organic Production (NPOP)

provide standards and certification processes, enhancing credibility and consumer trust in organic products. Government schemes that promote organic farming practices play a significant role in supporting farmers in the transition to organic farming. These initiatives not only increase the production of organic foods but also aim to boost exports. Furthermore, government efforts in organizing organic fairs and expos raise awareness and create a platform for farmers and consumers to connect, thereby fostering the growth of the organic food market in India.

- Expansion of Retail and Online Distribution Channels:

The expansion of organized retail and online marketplaces has been a key factor in the growth of the organic food market in India. Supermarkets and hypermarkets are increasingly dedicating space to organic products, making them more accessible to urban consumers. The rise of online shopping platforms has also played a significant role, especially during the COVID-19 pandemic, as consumers sought safe and convenient shopping options. These online platforms offer a wide range of organic products, often at competitive prices, and cater to the niche market of health-conscious consumers. The convenience of home delivery and the availability of a variety of products from different brands have made the online channel a popular choice for purchasing organic foods in India.

India Organic Food Market Report Segmentation:

By Product Type:

- Organic Beverages
- Organic Cereal and Food Grains
- Organic Meat, Poultry and Dairy
- Organic Spices and Pulses
- Organic Processed Food
- Organic Fruits and Vegetables
- Others

Organic cereal and food grains represented the largest segment in India's organic food market due to their staple role in the Indian diet, coupled with growing awareness of the health benefits of organic grains.

By Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Convenience Stores
- Online
- Others

Supermarkets and hypermarkets became the largest distribution channel for organic foods in India because they offer a wide range of products under one roof, providing convenience and accessibility to urban consumers.

Regional Insights:

- North India
- West and Central India
- South India
- East India

South India emerged as the largest market for organic food in India due to its higher per capita income levels, greater awareness of health and wellness, and a stronger presence of organized retail outlets offering organic products.

Global India Organic Food Market Trends:

The rising awareness of health and wellness among consumers is a major factor driving the growth of the organic food market in India. The increasing inclination toward organic products, free from pesticides and chemicals, reflects a shift towards healthier eating habits. Additionally, the introduction of innovative organic products and the expansion of organic farming practices are enhancing the availability and diversity of organic food options in India. The growth of retail infrastructure, along with the rising popularity of online platforms for organic food shopping, caters to the growing consumer demand and convenience, thus significantly contributing to the expansion of India's organic food market.

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Competitive Landscape With Key Players:

The competitive landscape of the India organic food market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

- Suminter India Organics Private Limited
- Nature Bio-Foods Limited
- Organic India Private Limited
- Sresta Natural Bioproducts Pvt.Ltd
- Phalada Agro Research Foundations Pvt.Ltd
- ElWorld Agro & Organic Foods Pvt. Ltd.

- Mother Earth
- Mehrotra Consumer Products Pvt.Ltd
- Morarka Organic Foods Pvt.Ltd
- Nature Pearls Pvt.Ltd
- Conscious Food Private Limited
- Nourish Organics Foods Pvt Ltd
- EcoFarms (India) Ltd

Key Highlights of the Report:

- Market Performance (2018-2023)
- Market Outlook (2024-2032)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune

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