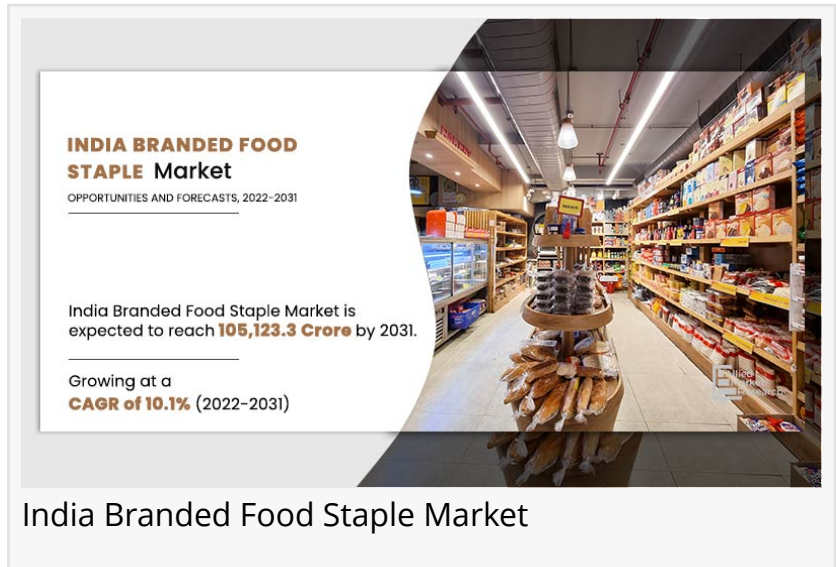


India Branded Food Staple Market Research Overview, Share, Size, Analysis, and Forecast to 2031

As a result, branded manufacturers introduce clean, nutritional & natural food items in market which anticipated to gain favor among health-conscious customers.

WILMINGTON, DE, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- [India branded food staple market](#) size was valued at INR 27, 507.94 crore in 2017 and is projected to reach INR 105,123.34 crore by 2031, growing at a CAGR of 10.1% from 2022 to 2031.



With increased knowledge of health and well-being, customers are becoming more cognizant of the nutritional worth of their food. As a result, branded manufacturers introduce clean, nutritional, and natural food items in the market which are anticipated to gain favor among health-conscious customers. Growing awareness is impacting food staple sales and fueling the expansion of India branded food staple market.

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The branded food staple market in India refers to the section of the food business that focuses on the manufacturing, branding, and marketing of essential food items marketed under a specific brand name. These products often comprise grains, pulses, spices, and other basics commonly found in Indian households. Branded food staples are advertised to customers as items that provide constant quality, safety, and dependability, and are frequently packaged in appealing and handy shapes. The branding and marketing of these items are meant to distinguish them from generic or unbranded competitors, as well as to promote customer brand loyalty. The market for branded food staples is extremely competitive, with many businesses competing for market share through innovation, branding, and price competition. Rise in affluence, urbanization, change in consumer tastes, and increased knowledge of food safety and quality have all contributed to the expansion of India branded food staple market.

The pesticide-free branded food staple industry in India is an untapped opportunity with substantial development potential. There is a rising demand for food items farmed utilizing sustainable and ecologically friendly procedures as people become more conscious about the environmental impact of traditional agricultural practices. Pesticide-free branded food staples are viewed as more ecologically friendly and sustainable choices. Several programs have been established by the Indian government to promote organic farming and raise public knowledge about the benefits of pesticide-free food items. These initiatives have contributed to the development of a favorable regulatory environment for the expansion of the pesticide-free branded food staple industry. Furthermore, with rising affluence and shifting customer tastes, there is a growing need in India for branded food goods. Pesticide-free branded food staples are well-positioned to benefit from this trend, since they are viewed as high-quality and safe items.

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India branded food staple market is segmented into product type and distribution channel. Depending on product type, the market is classified into grains, pulses, spices, value-added, and others. Depending on the distribution channel, it is segregated into B2B and B2C.

Players operating in [India branded food staple industry](#) have adopted various developmental strategies to expand their India branded food staple market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Green Agrevolution Pvt. Ltd. (DeHaat), Sresta Natural Bioproducts Pvt. Ltd.(24 Mantra), Khanal Foods Pvt Ltd.(Himalayan Natives), Mangat Ram Dal Mill Pvt. Ltd., NatureLand Organic Foods Pvt. Ltd., Mehrotra Consumer Products Pvt. Ltd. (Organic Tattva), Pro Nature Organic Foods Private Limited, Victoriafalls Ingredients Pvt. Ltd. (Rajdhani), Safe Harvest Private Limited, and Tata Consumer Products Limited (Tata Sampann).

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