



# BAKERY IN INDIA - TRADITIONAL, MODERN AND FUTURE TRENDS.

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## ABSTRACT:

The paper is a reflection of the descriptive study done for observations thereof on Bakery industry in India, as a means to have a comprehensive understanding of the industry. The paper amply throws light on how the market grew in size over decades, and what the current scenario is and what are the expected future prospects. The observations brought in here in the paper from various sources of the repository of expert study papers, would provide a view for the readers, as to what the future will be for the bakery industry, which is currently growing, making giant steps forward, on account of the changing life-styles and eating habits. The bakery foods also have the credit of having to contribute to the food security and sustainability issues, which is a great value that bakery, per se, has been able to give to the food industry. The paper thus makes possible a descriptive study on Bakery in India, the past, present and the future.

## KEY WORDS

Bakery in India - Traditional, modern and future trends in bakery - Market for bakery products - consumption of baked foods - Bakery & food security - Future of bakery in India.

## INTRODUCTION:

A bakery is a production unit which does preparation and sale of baked flour-based products. The products range from bread, tortilla, cookies, donuts, cakes, pastries, and pies. They are prepared using a grains of different variety - rye, maize, wheat, & oats. The ingredients together make essential nutrients and are rich in calcium, fiber, iron, energy, fat, protein, vitamins, and minerals, which are responsible for promotion of

health. Besides, the bakery food products provide convenience, comfort and affordability to consumers, thus gaining popularity across all parts of India.

Baking is no unknown practice in India. It has a long and enduring history. Baking in the country evolved from a traditional practice to the modern ways of baking with a glimpse that unfolds future trends. The evolution of the bakery industry in India saw an interesting journey, mirroring the changes in consumers' product preferences, technological and industry advancements, which were reflective of global trends. From the stage of humble start with the local and resident artisans making bread preparations ranging from the traditionally popular tandoors to the modernistic preparations, it is now a multibillion-dollar industry. The whole bakery sector in India experienced a significant transformation.

**Traditional Baking** - the traditional baking in India has been deeply led by the practices driven by the country's culture with the regional influences affecting them. Each region has uniquely drawn out delicacies adopting methods of baking which leave the regional influences.



**Tandoori baking** - Tandoors are ovens which are traditionally used for preparing bread similar to naan and also roti. Tandoors are prevalent even today. The clay ovens used leave smoky flavor to the baked foods.

## DISCUSSION

### Traditionally popular

Tandoor is now-a-days one of the most sought after menus in the restaurants in India. Tandoors, are known for cooking outdoors, which traditionally are made out of clay. The meaning of Tandoor is a cylindrical shaped oven employed for baking and cooking. Traditionally, charcoal or firewood is used as fuel in Tandoor, though modern Tandoor ovens work with gas and current instead of charcoal as fuel. The charcoal or firewood burns in the tandoor oven exposing the food cooked in live fire with hot air emanating from it. High emperature, around 480 degrees Celsius, is maintained in the inside of the Tandoor. The food that is cooked inside the Tandoor oven is called Tandoori. The radiating heat and the convection cooking method from the Tandoor, allows the fat and the juices thereof from the cooked food slowly drip making it extremely tasty and flavour-rich.

A great variety of non-vegetarian food items, as also, different kinds of flat and Tandoori breads such as Tandoori Roti, Tandoori-Naan, Tandoori Paratha / Laccha and further more could be prepared using Tandoor way of cooking. Tandoor style of preparation is used by people from different geographical areas spread

over and many variants of tandoori items in different styles - Punjabi, Afghan, Armenian, etc are quite popular. (Ref.01)

**Sweet treats:** Traditional sweets in India such as ladoos, jalebis, as well as halwa are all baked adopting the age-old ways which became passed-down traditional practices, through generations. Ingredients such as ghee, nuts, and also the aromatic spices are commonly used in the preparation of the sweets.

**Street foods & Indian culture** - India has a vibrant street food market, the culture of which includes a great variety of baked foods like the popular pav bhaji, the samosas, and the famous puffs. These are the fusion foods - an outcome of Indian and the International food flavours.



Indian street food has a long history and is diverse too. Street food is deeply entrenched in the social, cultural and economic fabric of the country, having the influences of different regions and communities which have a contribution on the evolution over a period of time.

The origin of street food can be traced to period of time during which India was a land of busy markets. From Traders to travelers including locals converge there to buy, sell, and engage in the exchange of goods. These are the busy marketplaces where the traditional Street food originated and grew. Some of the vendors set up small sales stalls to offer quick, highly delicious, and snacks of affordable prices to meet the needs of the people there.

Upon unfolding of India's food history, street food culture would crop up pronouncing its popular presence. The country's wide spread landscape of culinary, provides rich tapestry of value adding flavors & ingredients, which are a combination of influences of different regional & community based choices of variety of street food dishes.

The specialty of Indian street food is the adaptability and innovating possibilities. For centuries, the vendors of street foods have all experimented with the recipes with the ingredients, and cooking techniques, that resulted in the new and unique type of dishes. Creativity and entrepreneurship were responsible for Indian street food to thrive and remain as an integral part of the culinary heritage of India.

Indian Street food is popular with people across all walks of life both within India and also overseas. Tangy flavored Pani Puri, the savory rich Vada Pav, or the spice rich Chole Bhature. Indian street food delights the taste buds and thus pulls the communities to engage in celebration of food and the culture (Ref.02)

## **Modern day demand**

### **Bakery industry - India occupies a key position**

Bakery industry has been one of the largest segments in the food processing segments in India, providing huge number of opportunities for growth combined with innovation resulting in job generation. India occupies a key position after USA, in the production of the bakery products - breads, biscuits, and cakes & pastries.

The changing habits of the consumers and their lifestyles have been shaping the bakery food industry in the country; there is a high demand which is growing with time for healthier food products and their alternatives. Particularly when we talk about bakery foods, they are consumed daily by people to meet their impulsive needs of snack foods.

### **Gluten-free**

The growing Consumption of snack foods reflect the customers resorting to eating baked foods, which are 'gluten-free'. The choices are also for gluten-free bakery food products, which are prepared with alternative ingredients like multigrain or whole-wheat, apart from looking for new flavors.

The advent of international cafes and bakery food chains, the bakery foods became increasingly popular. With the changing lifestyles, Indian consumers have started prioritizing convenience, and thus the demand for bread and biscuits has caught up as fast-moving consumer goods (FMCG).

### **Unorganized segment of Bakery in India**

There is a great appetite and demand for bakery products, and hence the Indian bakery industry is facing certain challenges. Unorganized industry is still standing huge and the organized and semi-organized industry still is a miniscule in front of the former. Lack of supporting Operational efficiency cripples the industry - with the lack of technology and skilled work force.

Organized bakeries in the country ideally take social media to reach the targeted customers with the additional advantage of low cost marketing and promotion. Unlike the branded & global chains, the local bakeries carry on with traditional marketing practices and heavily rely upon the word-of-mouth promotion.

**Influences from the West:** With globalization and exposure to Western culinary trends, modern baking techniques and ingredients have become popular in urban areas. Bakeries offering cakes, pastries, and artisanal bread are on the rise.



**Fusion desserts:** Chefs experiment with combining traditional Indian flavors with modern baking techniques to create fusion desserts like gulab jamun cheesecake, chai-spiced cupcakes, and cardamom-infused chocolate truffles.

Fusion Desserts are a combo of International desserts prepared with Indian, exotic twist. These are the recipes which are fun to prepare and are extremely delicious. It is either by adding an Indian touch to the popular continental dessert or it could be an Indian sweet to which something of international is added. (Ref.03)

**Health-conscious options:** There is a growing demand for healthier alternatives in baking, leading to the use of whole grains, alternative flours like almond and coconut flour, and natural sweeteners like jaggery and honey.

### Future Trends

#### **USD 12 billion by the end-2024**

Notwithstanding certain difficulties, the forecast for the industry for bakery in India appears positive. The market value is projected to be more than USD 12 billion by the current year end. The market growth is recorded to be at - CARG of 9.3% from the year 2019 to now. Alongside the said estimates, the country occupies a position that is unique in bakery market, which is expected to grow further. (Ref.04)

**Historically significant Transition:** The introduction of bread as food by the British in India happened in the 18th century. It was a marked beginning for bakery industry in India. Initially, Baking was dominated by local artisans who used traditional ways of preparations; the industry slowly adopted modern technology and mechanical equipment for baking sometime in the mid-20th century, which led to the large-scale bakeries later.

**Diversification in bakery Products:** Over a period of time, bakery industry grew with expanded product range including an array of items - Cookies, Cakes, and the popular confectionery. The diversification actually happened with the changing consumer tastes and their choices and preferences, which was possible due to advanced production techniques.



**Moving towards Healthier choices:** In the recent past, there has been a significant shift in the direction of organic and healthy bakery range of products, as an answer to the growing consumer inclination towards health and wellness. This has resulted in the emergence of foods which are gluten-free and sugar-free, meeting the demands of consumers who are conscious of health.

**Market Growth:** Bakery, as an industry has seen a rapid growth in India, touching an estimated annual revenue of \$7.60 billion in the year 2020. The market is growing further, driven by ever increasing disposable earnings, urbanization, and the perpetually changing lifestyles

**Modernization through Innovation:** The modernization of the bakery as an industry in India has been possible on account of the adoption of European-style baking practices and equipment used for the purpose. Further, the advent of artisanal baking has enabled a focus on hand-crafted, high quality bakery products, meeting the needs of the consumers looking for authentic, as also unique kind of bakery practices.

**Market leaders and Competing brands:** The leaders in the market - Britannia, Parle, and ITC bakery Foods have been dominating the bakery food market, which accounts for a significant share of biscuit sales by these brands in the country. Competition is extremely fierce, with these brands.

“The Indian bakery market size reached US\$ 12.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 29.4 Billion by 2032, exhibiting a growth rate (CAGR) of 9.6% during 2024-2032. The growing population and changing consumer preferences, driven by factors such as western food trends, increased consumption of cakes and RTE food, and expanding retail and e-commerce sectors, are fueling the Indian bakery market growth/demand. This, in turn, is prompting manufacturers to introduce healthier options and invest in R&D to meet the evolving consumer demand.” (Ref.05)

The bakery market in India is likely to grow at a CAGR of 9.6% between 2024-2032 and is anticipated to reach a value of US\$ 29.4 Billion by 2032. The growing consumer health awareness has led to the introduction of healthy, low trans-fat, multi-grain, and whole wheat bakery items. This is expected to propel the market growth in India over the coming years. Moreover, the rising number of hypermarkets, supermarkets, convenience shops, and departmental stores, along with the increasing product availability, is also expected to drive the regional market in the future. Additionally, the growing investments in extensive R&D activities to launch organically improved products are anticipated to fuel the Indian bakery market over the forecasted period (Ref.06)

**Indian Bakery Market View**

REPORT ATTRIBUTE	KEY STATISTICS
Base Year	2023
Forecast Years	2024 – 2032
Historical Years	2018 - 2023
Market Size in 2023	US \$ 12.6 Billion
Market Forecast 2032	US \$ 29.4 Billion
Market Growth Rate 2-24 - 2032	9.6%

**Market predictions** are ‘a great future for Bakery food products’. The growth in Bakery industry is expected to be exponential. The industry was worth USD 7.22 billion in the year 2018. Since then it has been soaring to heights.

**Baking, as the largest FMCG** segment in India, guarantees great demand to the cross section of market players providing opportunities for “business expansions, innovations and job generation”, mainly in the small-scale bakery segments. So anything in bakery business, it’s expected to fly high!

**The growth is consumption driven** and the demand therefore has been brisk throughout the last decade. The millennials, specially, are on the constant look out for flavours, experiences that are new, innovatively invigorating with quality and value having a say. Wheat and natural & additive free ingredients are expected to be on demand. This is on account of rising consumer-consciousness for “Natural nutrition, Healthy living & organic products”

**Entrepreneurial aspirations** and corresponding endeavours are showing up - thanks to technology and technological innovations. Celebrations and Parties have enabled innovation possible. Cup-cakes, Themed cakes, etc., are now on demand, and partly the availability of quality rich ingredients in plenty - such as chocolates, toppings, creams, varied flavours, attractive fillings are a reason for the transformation happening. Lava cakes are now popular part of host of occasions. As per “DNA India, Puratos Food Ingredients”, the patisserie and chocolate segment is growing at 15-18% while the bread segment is growing by 4-5%, mainly from multi-grain bread products”.

There is a huge demand for Baking and Pastry Chefs having world-class skills in the field, to meet the needs of fast expanding market demand at “large number of hotels, airline kitchens, cafes, pastry shops and bakeries, opening up all over India”.

**Skill gap exists** when matched with the world-class food products. Infrastructure and the trained master chefs, are the reason. Insufficient exposure to world-class baking also is the reason. It is therefore not surprising that there would be opening of jobs with attractive remunerations depending on the organizations and also the experience of the candidates. (Ref.07)

**Working on innovation to cater to the evolving consumer preferences.**

**Prospects for future:** Increasing focus of people on healthy life and organic food products, made the bakery food sector in the country to move in the direction of further expansion through innovation. Changing Consumer choices for wholesome wheat, natural, and non-additive products are estimated to drive market growth in the years to come.

**Promising prospects** - the bakery industry in India underwent a marked evolution through transformation over the years, from traditional methods to modern practices with innovation. With the rich background, range of products to offer, and promising prospects for future, the bakery food sector is a vital part of country's food processing segment of the industry.

**Technology integration:** The future of baking in India might see increased use of technology in baking processes, such as automated mixing and precision baking equipment.

**Sustainable practices:** With a growing focus on sustainability, future baking might incorporate eco-friendly practices like reducing food waste, using locally sourced ingredients, and eco-friendly packaging.

**Bakery & Food security** - The food security has become highly important on account of increasing population and increased demand, climate change & consequences, resource management issues and the sustainability. Agricultural produce & food are having strategic importance for maintaining nutrition levels – the important staple food of humans. Many such factors like the appropriate needs - food availability, safe practices adopted for production of foods, as well as an equal share of food produced, are all related to food-security & safety. Bakery, pasta, and biscuit segments of the food industry assume highly crucial importance in human nutrition and they are having great importance in food security.

Because of fundamental changes in the food processing, production, delivery, and consumption, customers cannot be so sure about the safety of food items they consume and pay more attention to the problem of food sources.

World's population is estimated to be 10 billion by the year 2050 and the less developed and developing countries are expected to realize the increase distinctly. New approaches are required in food safety and systems due to population increase and urbanization. Effective food processing and distribution systems, and innovations like development of new technologies make the systems stronger to produce / supply foods for the consumption by the needy. (Ref.08)

**Innovative flavors and textures:** As consumers become more adventurous in their culinary preferences, bakers may experiment with unconventional flavor combinations and textures, using ingredients like matcha, saffron, and edible flowers.

Overall, the **baking landscape** in India is dynamic, blending traditional flavors and techniques with modern innovations and future-forward trends. Whether it's celebrating cultural festivals or embracing global influences, baking in India continues to evolve, offering a diverse array of delicious treats for all palates.

## CONCLUSION

The paper provides a brief, yet comprehensive summary of all the details connected to Bakery in India. The traditional baking in India, how the demand and market size went up making Bakery food products to attain a significant part of the food industry are all the details of the study. Further, the details as to how bakery food products got evolved with time preparing to meet the needs of people with convenience and comfort foods, their health related expectations/options, fusion foods. The rationale about how the changing lifestyles, food eating habits and choices affected the bakery industry for being able to provide a sustainable food options is also clarified. The facts about how the phenomenal growth in consumption led demand for bakery food products provided huge job opportunities, simultaneously leading to positive economic growth at the macro level of the country. It is also brought into the paper, as to what is the current level of skill gap that exists in the bakery industry and how the expanding need for bakers could be met through selection, training and other methods of professional engagement to make the bakery industry in India occupy a significant and sustainable position in the food industry.

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