

# Baked Goods in India

January 2023

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## Baked Goods in India - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Return to normal daily lifestyles drives up strong demand for baked goods  
Greater focus on health and wellness creates room for healthier variants of breads  
Convenience combined with discounts further boost sales through retail e-commerce

#### PROSPECTS AND OPPORTUNITIES

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