



Fruits in India

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Weather disruptions and health trends influence fruit sales in India

INDUSTRY PERFORMANCE

Adverse weather conditions drives fruit price inflation during 2025
Rising health awareness and organic markets boost the demand for chemical free fruit

WHAT'S NEXT?

Climate resilience and food security are expected to stabilise fruit supply
Quick commerce is set to accelerate access to exotic and premium fruits nationwide
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Fresh Food in India - Industry Overview

EXECUTIVE SUMMARY

Convenience, safety, and nutrition drive growth and premiumisation in fresh food

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience, safety, and nutrition drive growth and transformation in fresh food in India
Weather-driven disruptions and structural gaps shape fresh food in 2025
Consumer demand for quality, convenience, and functional benefits redefine premiumisation

WHAT'S NEXT?

Digital integration and data-driven supply networks are expected to transform fresh food
Resilience-focused production systems will stabilise fresh food in India

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Quick commerce and retail e-commerce continue to transform access to fresh food

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