

## **Ready-to-Cook Foods Experience Significant Growth in India Due to Convenience Trends**

The ready-to-cook (RTC) food sector in India is experiencing a remarkable surge in demand, primarily fueled by the growing consumer need for convenience. This trend is further propelled by increasing urbanization, the rise of dual-income households, and evolving lifestyle preferences.

According to data from Kantar Worldpanel, the RTC category witnessed an impressive 58% growth in 2024, expanding its reach to an additional 18 million households. This growth significantly outperforms the overall packaged food market, which saw a modest 8% increase during the same period. This highlights a clear consumer shift towards semi-cooked food options that provide the ease of preparation without sacrificing the appeal of a home-cooked meal. Consequently, the ready-to-eat (RTE) food segment has seen a decline.

In response to this booming demand, packaged food companies are actively expanding their RTC product lines. The convenience food category's share within the broader packaged foods segment has grown from 5% to 8% in just a few years, underscoring the growing importance of RTC meals in the Indian market.

Reference : <https://economictimes.indiatimes.com/industry/cons-products/food/ready-to-cook-foods-surge-58-as-indian-consumers-prioritise-convenience/articleshow/122228116.cms>