



# ADVANTAGE ASSAM 2.0

Investment and Infrastructure Summit

25-26 February 2025

GUWAHATI

FOOD & BEVERAGES

SECTOR PROFILE

# THE GLOBAL & INDIAN FOOD & BEVERAGES LANDSCAPE

## GLOBAL SCENARIO

\$8.82

trillion

By 2028, the global Food & Beverages market is projected to reach \$8.82 trillion



## INDIAN SCENARIO

A row of glass bottles filled with orange-colored beverages, likely juice or soft drinks, arranged on a production line.

The Indian food and beverage packaged industry's market size is estimated to reach \$46.3 billion by 2028 and is projected to grow at a CAGR of approximately 8% from 2022 to 2027

A close-up of various spices, including ginger roots and sliced ginger, along with other dried spices.

**Spices Production:** India is the largest producer of spices globally

A long conveyor belt in a bakery, filled with many round, golden-brown loaves of bread, moving towards the right.

Supported by government initiatives like the Mega Food Park Scheme and Production Linked Incentive Scheme, India's food processing sector is rapidly modernising its infrastructure and connecting farmers to global markets





# ASSAM – THE EMERGING DESTINATION FOR FOOD & BEVERAGES

## WHY ASSAM FOR FOOD & BEVERAGES?

- ✓ Assam's abundant freshwater resources exemplified by the Brahmaputra River basin supports extensive agricultural activities
- ✓ The State is the largest tea growing region in the world accounting for over 50% of India's total tea production
- ✓ 2<sup>nd</sup> largest producer of pineapple and 3<sup>rd</sup> largest producer of Ginger in India with high recovery of Oleoresin Oil
- ✓ State of the art support infrastructure like Mega Food Park, Cold Chain Infra and Industrial Parks for food and beverages industries
- ✓ Presence of major food & beverages sector brands like PepsiCo, Hindustan Unilever, ITC, Varun Beverage, Patanjali and many more
- ✓ Government support through various initiatives like the UNNATI Scheme of Central Government along with state-specific incentives for the agribusiness and food processing sector aims to reduce the cost of operations and boost profitability for businesses



## INVESTMENT OPPORTUNITIES IN ASSAM

- ✓ High-Value Tea Blending and Specialty Tea Processing
- ✓ Spice Processing
- ✓ Agri-Logistics and Warehousing (Cold Storage & Supply Chains)
- ✓ Herbal and Medicinal Processing



Join Us at **Advantage Assam 2.0**

Explore Assam's untapped potential in the  
Food & Beverages sector and become a part of  
its growth story

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Organised by



Assam Industrial Development  
Corporation Ltd.

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