

# Dynamics of Marketing Strategies for Sustainable Packaged Foods in India



Ms.Shwetal Jadhav<sup>1\*</sup>, Dr. Yogendra Deoakar<sup>2</sup>

<sup>1\*</sup>Research Scholar at PCET's S. B. Patil Institute of Management Pune. Email id: shwetalvikramohite@gmail.com

<sup>2</sup>Associate Professor and research Guide at PCET's S. B. Patil Institute of Management Pune. Email id: yogendra.deoakar@gmail.com

## Abstract

The study shall involve analysis of the industry dynamics based on the marketing strategy of sustainable packaged foods in India, including category diversification, channel change, and differences between regions. The analysis confirms the growth profiles, studies the structure, and analyzes the behavior of the local consumers using the secondhand data of the industry report of the Packaged Food Market in India of the Orkla India (2025) Industry Report. It shows that the high-growth areas are at a high probability of branding in terms of sustainability, which is packaged dairy and other packaged foods. It is noted that the channel analysis defines the organized and digital platforms as the driving force behind sustainable marketing because of the decreasing status of general trade and the surging popularity of modern trade and e-commerce. The regional contrast is also present: North and East India remain middle ground and have to be addressed with low-cost solutions, whereas South and West India are already developed and willing to buy the high-cost sustainable products. Considering the quantitative analysis of the market and overlaying it with the sustainability points of view, the research handles the large gaps in research and provides a strong framework in which the channel modernization, diversification, and regional differences are the contributors to the perception of the application of the marketing strategies. The results indicate the notion of authenticity, low costs, and region-oriented orientation as the determining aspects of the marketing of the packaged foods that are sustainable in India that present the policy, business leaders, and researchers with valuable experience.

**Keywords:** Sustainable, Packaged Foods, Marketing Strategies, Consumer Behavior in India, Market Segmentation

## 1. Introduction

Over the past decade, the packaged food industry in India has experienced a captivating expansion, fueled by evolving consumer preferences, rising disposable incomes, and urbanization. The consumers' demands of ethic based products and packaged information have been changed due to increased awareness of various environmental issues, nutrition, and health issues (Biswas & Roy, 2015; Yadav & Pathak, 2016; Joshi & Rahman, 2015). The FMCG industry, especially, has needed to come up with alternative types of packaging goods to ensure that the impending effect on the environment is reduced without affecting cost-effectiveness and utility (Jain & Hudnurkar, 2022). The food industry has emerged as an important focus for sustainable packaging innovation, with recent research underscoring the relevance of eco-friendly packaging technologies, biodegradable materials, and recyclable packaging composites for minimizing environmental footprint (Arshad et al., 2025; Hussain et al., 2024; Dörnyei et al., 2023). In fact, as it has been made known, for the customers what they consider as credible in the brand is the aspect of environmental responsibility and sustainable packaging, which is a requirement as opposed to a side effect (Gomes, 2025). Hence, the marketing platforms of the sustainability

introduction stage of packaged brands should be studied in greater depth due to the interaction of consumer consciousness, corporate responsibility and sustainable innovation.

While price and channels are still an issue in the rural markets, the study on consumer behaviour indicates that the willingness to pay higher price for sustainable packaging of products is slowly rising, particularly of young and eco-conscious consumers in developing economies (Prakash & Pathak, 2017; Yadav & Pathak, 2016). In addition, the major organizations are using sustainability discourses to position themselves in competitive markets, especially sustainable packaging as a doable part of FMCG brand and competitiveness (Gomes, 2025; Jain & Hudnurkar, 2022). Currently, there is a significant rise in the use of recyclable plastics, biodegradable materials, and innovative food packaging systems, which strive to make packaged food products more environmentally friendly, in line with environmental sustainability aims (Arshad et al., 2025; Hussain et al., 2024; Dörnyei et al., 2023). The issue of greenwashing remains, though, and authenticity, transparency and consumer trust are crucial components in sustainable packaged food marketing (Joshi & Rahman, 2015; Gomes, 2025). Besides regional differences, the opposite situation of consumption is also important

considering that changes in consumer awareness, affordability, market access and socio-economic differences impact the adoption of green products in emerging economies (Biswas & Roy, 2015; Prakash & Pathak, 2017). In this context, the present study aimed to bring out the dynamics of marketing conceptualization of sustainable packaged food in India, regional differences, shifting in channels and diversification in categories as applicable factors in the long-run competition and environmental accountability.

### Objectives

- To explore the correlation existing between the market development of the sustainable packaged foods in India and the growth in the macroeconomic aspect.
- To study the structural change of the sales channels undergoing change and how this is affecting the long term marketing strategies.
- To identify the variations in employed consumption, on the regional level of packaged foods in an effort to inform sustainability plans, which are spatial-specific.

### Need of the Study

The reason for the study was that the packaged food industry in India has been growing at a fast pace and hence it was needed to make it relevant to the sustenance concerns. The consumers are increasingly focusing on the activities that are considered sustainable, but research is lacking regarding the impact of marketing strategies on effectively embedding sustainability in the modernization channel, category diversification and regional targeting. India has had a very unique socioeconomic environment and thus a tailor-made approach should be used to market the packaged food, taking into account its extensive geographical reach and the consumption habits of its people. With the evolution of e-commerce and current business, there are some opportunities and challenges to communicating sustainability as a good communication. Failure to implement the successful policy, lack of coordination in the tactics and lack of trust in the consumer are all possible effects of the lack of the thorough analysis. It fills a gap that has been immense, covering an entire framework that relates market forces and sustainability needs as well as providing results that can be immediately applied to both the scholars and policymakers as well as practitioners in the industry. The report highlights the importance of sustainability as a competitiveness measure for the packaged food business in India and the moral responsibility because of the challenges of affordability, authenticity and regional diversity.

## 2. Literature Review

This prescribed attitude of Indian customers related to the environment and sustainable products has shifted to a greater extent in the last few years, because of the growing trend of environmental consciousness and the worldwide trend of sustainability (Han, 2021; Ketelsen et al., 2020). Regarding the Indian customers, according to his research, the increasing links between environmental friendly packaging, environmental social responsibility, and health consciousness (Magnier et al., 2016; Steenis et al., 2017). The price itself is also a major hindrance, but especially in the rural and semi-urban setting (Boz et al., 2020; Ketelsen et al., 2020). As Sinha has found from his research, the customer in the rural areas is price sensitive as the consumers in urban areas are willing to pay the extra amount to use environmentally friendly packaged commodities (Boz et al., 2020; Nguyen et al., 2020). This puts an emphasis on having unique marketing plans (Font & McCabe, 2017; Wandosell et al., 2021). Furthermore, the paper will highlight the significance of CSR activities for customers' trust, meaning that if these are discussed openly, it will help the company to become more trusted (Otto et al., 2021; Wandosell et al., 2021). Notably, the concern on the problem of greenwashing is highlighted, as there is a difference between the actual performance of the company and customer expectations (Font & McCabe, 2017; Otto et al., 2021). As it offers empirical data about the attitudes of consumers and touches on the significance of cost and authenticity as an instrument of packaged sustainable food marketing, this article is rather applicable to the ongoing research (Ketelsen et al., 2020; Nguyen et al., 2020). The FMCG strategies in the world are evolving and new sustainable packaging of food product is emerging (Santi et al., 2022; Verghese et al., 2015). A rethinking of their evaluation is characterized by new inventions such as edible films and recyclable composites, and biodegradable polymers that will not compromise the convenience and safety of the product (Allison et al., 2021; Santi et al., 2022). The authors hypothesize that package disposal and food waste are two sides of the same coin on both issues, and sustainable packaging may be the answer to both the problems (Verghese et al., 2015; Zeng et al., 2021). Innovative resources introduced to the hands of the consumers need to be regulated and made aware, as they are stressed (Allison et al., 2021; Boz et al., 2020). Another element of the application of sustainability in the supply chains of the multinational companies, as per the survey, is the growing use of the notion of a circular economy and its practice (Meherishi et al., 2019; Santi et al., 2022). These results imply that the global adoption of the best practices in global packaging innovation will speed up the change of India to environmentally friendly packaged products (Meherishi et al., 2019;

Vergheese et al., 2015). In the context of the global trend of sustainability and the importance of innovative methodology of technologies in marketing techniques, the specific work is introduced into the existing research (Santi et al., 2022; Zeng et al., 2021).

Sustainable marketing strategies are one of the points of difference in the FMCG industry as noted by Mishra et al. (2017; Wandosell et al., 2021). When compared to other similar companies such as Nestle, PepsiCo and Danone, the concept of sustainability narratives slowly starts to be incorporated into their corporate branding and communication with customers (Magnier et al., 2016; Steenis et al., 2017). The successful measures for the authenticity and openness are Tactics, measured through the marketing campaigns and the corporate sustainability reports (Otto et al., 2021; Wandosell et al., 2021). According to Mishra et al., the difference between sustainability being included in the value propositions of the core values of the business results in market share and customer retention (Font & McCabe, 2017; Magnier et al., 2016). Some other issues they mention are not trusting the customers, price considerations, and following the rules (Boz et al., 2020; Ketelsen et al., 2020). The results imply that the companies operating in the FMCG sector in India ought to strike the balance between the local factor of affordability and their international sustainability objectives (Nguyen et al., 2020; Otto et al., 2021). This literary work has supported the reality that channel transformation and category diversity are connected with the development of sustainability by revealing how sustainability can be implemented to become a viable marketing strategy (Font & McCabe, 2017; Wandosell et al., 2021).

Soodan et al. perceive digital marketing strategies as essential towards ensuring sustainable food and beverage companies (Soodan et al., 2026). They conducted a bibliometric analysis focusing on the reporting of sustainability related to influencer marketing and social media/content storytelling (Soodan et al., 2026). The report goes on to state that the individuals are positive towards environmentally friendly internet activities that are publicly portrayed by the businesses (Han, 2021; Soodan et al., 2026). Perhaps most importantly, via digital channels, it is possible to reach the customers on the ground, despite traditional retail's constraints (Font & McCabe, 2017; Soodan et al., 2026). Soodan et al. (2026) found that the younger urban customers are more environmentally concerned, and are particularly good at using digital marketing. The results suggest the fact that digital ecosystems could be used to promote the introduction of sustainable packaged goods in India and faster acceptance thereof in the urban areas (Soodan et al., 2026; Wandosell et al., 2021). It will

also contribute to the existing body of research because it addresses the lack of research that focuses on channel modernization and sustainability communication and points to the impact digital storytelling and e-commerce will have on customer behavior (Font & McCabe, 2017; Soodan et al., 2026).

Singhal (2019) believes that the government, industrial and consumer activities need to be taken multilaterally in order to make sustainable food systems achievable in India. (Santi et al., 2022). His work has been published by the Food Safety and Standards Authority of India and covered the importance of the regulation structures in ensuring food safety, reducing food wastage and also sustainability (Allison et al., 2021; Vergheese et al., 2015). Such issues as contamination, adulteration, and poor supply chains may be reduced as a result of sustainable branding and packaging (Santi et al., 2022; Vergheese et al., 2015). He also aims to target it with the support of the government programmes: Small and medium-sized businesses are practising environmentally responsible procedures (Meherishi et al., 2019; Wandosell et al., 2021). The study shows that sustainability of packaged goods will help provide better competitive advantages and increase consumers' confidence in the market, for example, when it comes to sustainability in relation to the country's food security requirements (Magnier et al., 2016; Steenis et al., 2017). The relationship between the present research and the work is that it highlights the importance of being policy aligned and having regulatory support, and additionally situates the marketing of sustainable packaged food in the broader context of the transformation of the food system (Santi et al., 2022; Vergheese et al., 2015).

### 3. Methodology

To investigate the dynamics of marketing strategy used by sustainable packaged foods, the research design will be secondary data, which means the use of only the Orkla India (2025) Industry Report on the Packaged Food Market in India and other reliable sources. The process is geared towards reproducibility, transparency, and rigor. Heavily sliced information, thus, in a scientific methodical manner information was collected using trade market publications, government policy printed documents and industry ratings (emphasis on category division, channel changeover, and local diversification). Quantitative parameters of the market size, CAGR, sharing of categories, and per capita expenditures were tabulated in formats to aid in comparing the study between the times and across geographies. A couple of tools used for analysis in the delivery of the complex picture of the dynamics of the market were used: growth validation, contribution analysis, indexes of the

structure shift and indexes of the penetration of channels. The measure of regional discrepancy of adoption and consumption was measured by the index values and the dispersion measures. The other hypothesis, which was used in the research, was the hypothesis alignment, which sets the direction of the relationship between the variables of the study: diversity, channel modernization and regional growth. Descriptive and strategically interactive market information and sustainability stories versus the market cues assured by the technique. It consisted solely of secondary data which is accessible to the public and no primary survey was conducted so as to ensure that the bias associated with primary survey were avoided, to ensure that ethical issues were not undermined. It is a valid research approach that would provide feasible solutions to the marketing process of packaged food, which would work in India.

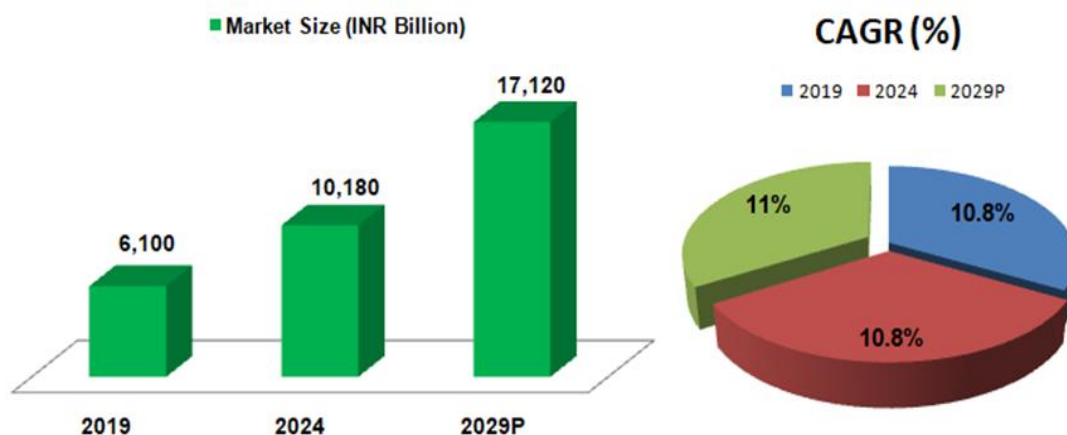
**4 Results and Analysis**

The findings of the study are divided into five analytical dimensions: market growth trend,

category segmentation, regional disparity, sales channel transformation and hypothesis alignment. The analysis in this report is derived from secondary sources from the Orkla India 2025 Industry Report. The objective of this section is to explain the quantitative trends and relate it to the issues of sustainable packaged food marketing strategies in India.

**4.1 Market Growth Trend**

Indian packaged food industry has been continuously gaining momentum in the past. The growth can be attributed to the urbanisation, more disposable income, lifestyle changes, and the growing preference of the consumers on convenient packaged food products. The market trend also suggests favourable conditions for sustainability based branding and premium packaged food strategies. The Indian packaged food market has been growing steadily, and this growth is reflected in Figure 1, which serves as a key validation for the growth of the market.



**Figure 1. Indian Packaged Food Market Size and Growth (Fiscal, INR Billion)**

(Source: Orkla India, 2025)

The retail sales of packaged food in India are illustrated in the figure. It serves as a benchmark to check if the market growth reported is in line with calculated CAGR and if the projections show better market potential. The market is expected to grow strongly in the past and future, as shown by the comparison of the market's past growth and future growth rates in percentage, which is represented in Table 1.

**Table 1. Trend and Growth Validation Analysis of Indian Packaged Food Market**

Period	Market Size Start (INR Bn)	Market Size End (INR Bn)	Absolute Growth (INR Bn)	Reported CAGR (%)	Verified CAGR (%)	Interpretation
2019-2024	6,100	10,180	+4,080	10.8	10.78	Strong, consistent expansion driven by urbanisation and packaged food penetration
2024-2029P	10,180	17,120	+6,940	11.0	11.02	Accelerated growth phase indicating premiumisation and sustainability-led demand

The trend and growth validation analysis indicates that the Indian packaged food market has been growing at a steady pace and is strong. Market growth is found to be INR 10,180 billion in 2024 from INR 6,100 billion in 2019 with an estimated CAGR of 10.78% verified. The growth phase is also expected to grow at a faster pace with projections of attaining INR 17,120 billion by 2029. The growth indicates that the penetration of packaged foods, convenience food consumption and demand for premium and sustainable foods are on the rise.

#### 4.2 Category Segmentation and Structural Shift

There is a need for category-wise analysis as opportunities for sustainable packaged food are not uniform across the different product categories. The growth, maturity, and suitability for eco-friendly branding varies among the categories. Thus, the category segmentation can aid in determining in which areas marketing strategies towards sustainability could be best applied.

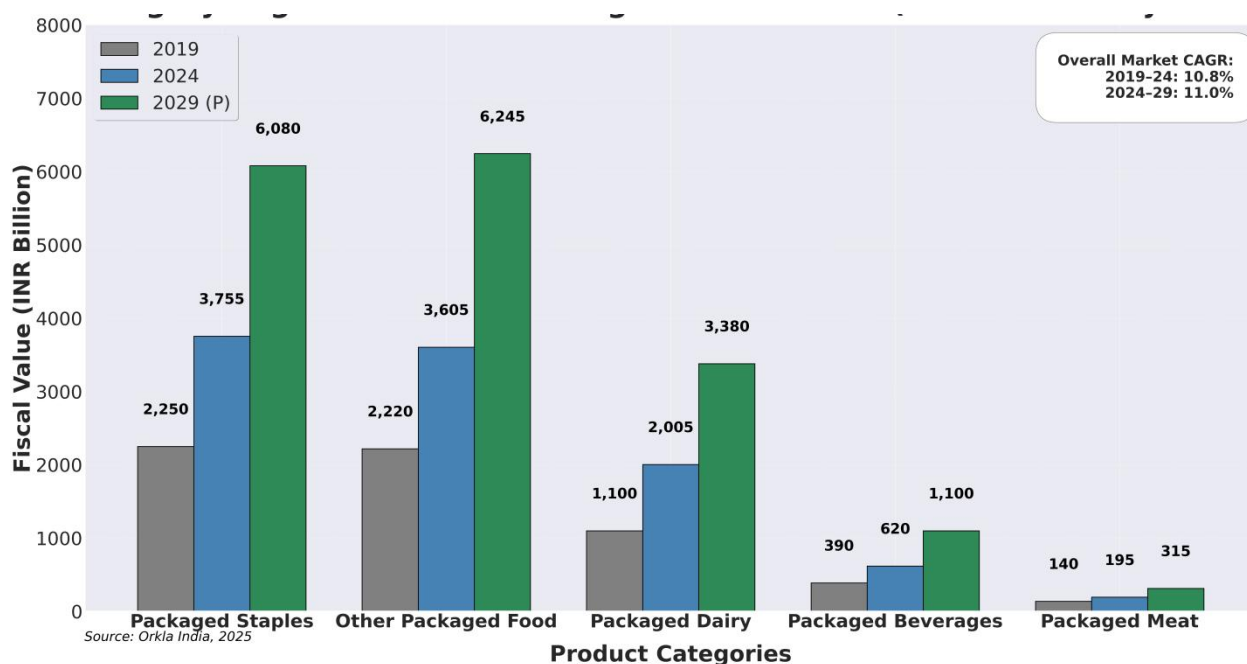


Figure 2. Category Segmentation of Packaged Food Market (Fiscal, INR Billion)

(Source: Orkla India, 2025)

Figure 2 displays the categories segmented by market and which segments provide better sustainability opportunities. The figure shows the distribution of the packaged food market by category. It illustrates the share of each packaged

staple, other packaged foods, dairy, beverages and meat product in the market. Table 2 defines the intensity of the growth by category, and provides that other packaged food and dairy are high potential categories for eco-friendly branding.

Table 2. Category Contribution & Structural Shift Analysis

Category	Share Change (2019→2029P)	Absolute Growth (INR Bn)	Growth Intensity	Strategic Implication
Packaged Staples	-1.4%	+3,830	Moderate	Shift towards value-added and sustainable variants
Other Packaged Food	+0.1%	+4,025	High	Strong scope for eco-friendly branding and innovation
Packaged Dairy	+1.7%	+2,280	High	Health, nutrition & sustainable sourcing advantage
Packaged Beverages	0.0%	+710	Moderate-High	Packaging innovation & green logistics potential
Packaged Meat	-0.5%	+175	Low	Sustainability constraints and ethical concerns

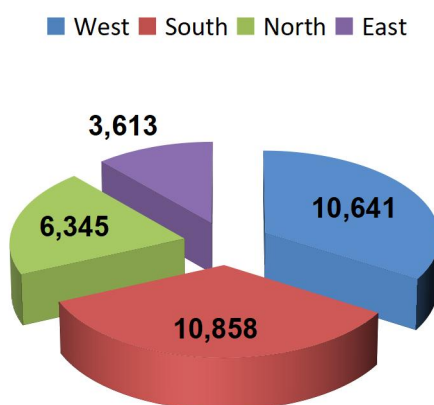
Based on the category contribution analysis, there is a high potential for sustainability marketing in the Other Packaged Food and Packaged Dairy categories. Packaged dairy has a positive share growth of 1.7% despite a lower INR increase of INR 4,025 billion, the other packaged foods recorded the highest absolute growth of INR 4,025 billion. These categories offer an opportunity to brand products in an eco-friendly manner, ensure sustainable sourcing, position products as healthy choices and innovate packaging. Packaged staples are increasing but not very strong, indicating more value-added and sustainable offerings. The growth intensity and share of packaged meat are low, suggesting

potential sustainability, ethical and consumer perception issues.

**4.3 Regional Disparity and Market Potential**

The consumption of packaged food in India is different in various geographical zones and hence it is important to perform regional analysis. Income, urbanisation, retail penetration, lifestyle and consumer awareness are some of the factors that make up difference in packaged food adoption. The feasibility of premium sustainable products and the affordability driven sustainable alternatives also varies between the regions.

**Per Capita Spend (INR)**



**Figure 3. Geographical Segmentation – Per Capita Spend on Packaged Food (Fiscal 2024)**

(Source: Orkla India, 2025)

Figure 3 emphasizes regional variation in the outlay on packaged food per capita in India. Regional variation in per capita spending on packaged food. It provides insights on mature markets, the transition markets, and under-penetrated markets that offer long-term growth.

**Table 3. Regional Disparity and Market Potential Index**

Region	Per Capita Spend (INR)	Index Value	Market Maturity Status
South	10,858	156	Highly mature & sustainability-ready
West	10,641	153	Mature consumption-driven market
North	6,345	91	Transitional growth stage
East	3,613	52	Under-penetrated, high long-term potential

Table 3 categorises the regions based on market maturity and it reveals that South and West India are more sustainability ready than North and East India. A regional disparity analysis indicates that there is a wide range of packaged food consumption in India. The highest per capita spend is in south India at INR 10,858, followed closely by west India at INR 10,641. Both these areas can be regarded as well developed and more prepared for the premium sustainable packaged food products. It seems that North India is at a transition period of growth and East India is under-penetrated with long term

potential. The results indicate a need for region-specific approaches towards sustainable packaged food strategies: premium sustainable positioning in mature markets and affordable sustainable innovations in developing markets.

**4.4 Sales Channel Transformation**

Sales channels are an important part of a sustainable packaged food marketing in order to ensure product accessibility, visibility and communication. Organised and digital channels can strengthen eco-labelling, premium placement,

product information and consumer engagement, whereas the traditional retail channels can strengthen mass availability. Hence, the importance

of channel transformation in the future direction of sustainability led to marketing of packaged food.

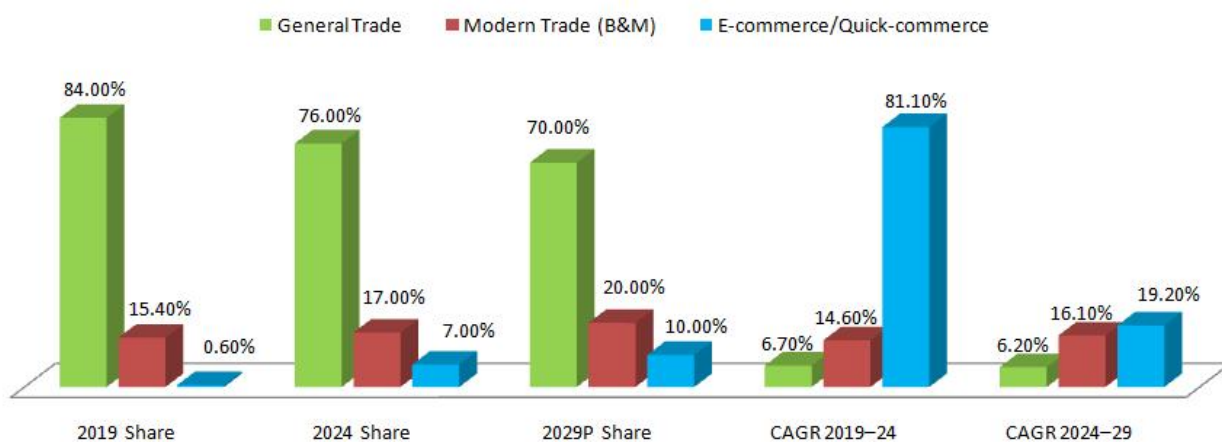


Figure 4. Packaged Food Sales Channel Split (Fiscal, INR Billion)

(Source: Orkla India, 2025)

The figure 4 presents the changing share of sales channels in the packaged food market. It demonstrates a shift from the conventional trading system to modern trading system and e/quick commerce.

Table 4. Sales Channel Transformation & Disruption Analysis

Channel	Share Change (2019→2029P)	CAGR (2019-29P)	Disruption Score	Marketing Implication	Strategy
General Trade	-14.0%	6.4%	Low	Gradual decline; sustainability messaging limited	
Modern Trade	+4.6%	15.3%	Medium	Ideal for eco-labels and premium sustainable SKUs	
E/Quick-commerce	+9.4%	40.1%	Very High	Core driver for sustainable food discovery & D2C	

The channel-wise disruption is explained in Table 4, which depicts that e/quick-commerce is the best channel for sustainable food discovery and D2C marketing. The sales channel transformation analysis revealed that there is clear transformation in the sales channel from general trade to modern trade and e/quick commerce. There is limited scope for detailed sustainability communication in general trade as this shows a decline of 14.0% in share and has a low disruption score. Modern trade shows positive growth and is appropriate for eco-labeling, premium sustainable SKUs and for sustainable based brand. E/quick-commerce is the most disruptive channel with a very high CAGR of 40.1%

and is a key channel for sustainable food discovery, direct-to-consumer strategies and digital sustainability communication.

4.5 Macroeconomic Indicators and Hypothesis Alignment

Demand for packaged foods is closely related to the macroeconomic environment. The favorable foundation for the packaged food market is rising income, economic expansion, urban consumption and changing household spending patterns. Hence, macroeconomic indicators are helpful in analysing whether the growth of the packaged food market is in sync with the overall economic scenario.

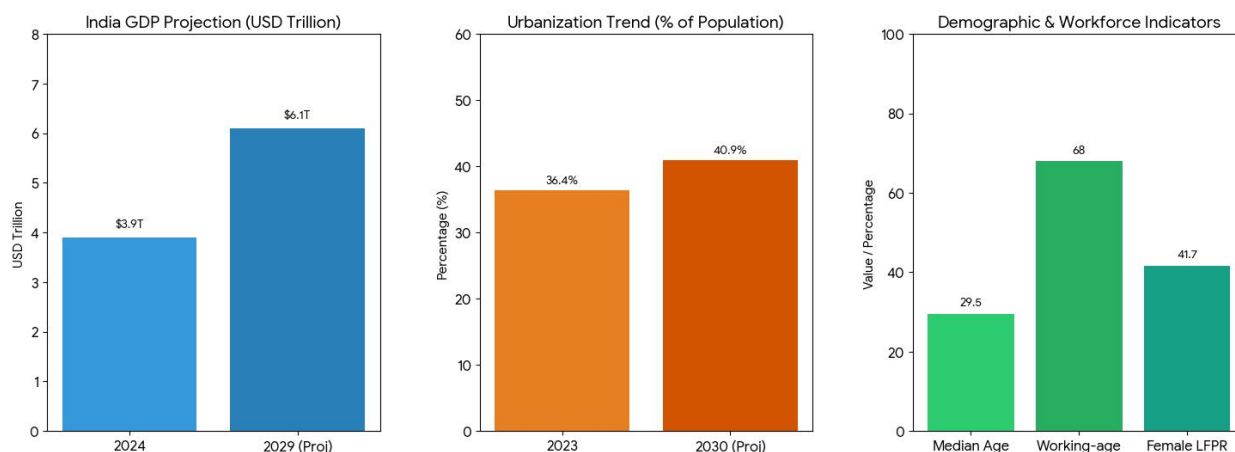


Figure 5. Macroeconomic Indicators Relevant to Packaged Food Demand (CY2023-2029)

(Source: Orkla India, 2025)

The macroeconomic background information for packaged food demand is given in Figure 5. It enables assessment of if and how market growth is correlated with overall economic expansion. In

addition to macroeconomic indicators, the hypothesis alignment factors the sales channel transformation and regional consumption differences, which are key variables in the study.

Table 5. Hypothesis Alignment and Interpretation

Hypothesis Code	Null Hypothesis (H <sub>0</sub> )	Alternative Hypothesis (H <sub>1</sub> )	Statistical Evidence	Decision
H1	Market growth is independent of macroeconomic expansion	Market growth is positively associated with macroeconomic expansion	GDP CAGR (9.5%) aligns with Market CAGR (≈11%)	Reject H <sub>0</sub>
H2	Sales channel structure remains static over time	Sales channels show significant structural shift	E-commerce share ↑ from 0.6% to 10%	Reject H <sub>0</sub>
H3	Regional demand for packaged food is uniform	Regional demand significantly differs	Per capita index range: 52-156	Reject H <sub>0</sub>

The results for hypothesis alignment are summarized in Table 5, and all null hypotheses are rejected based on the results. The hypothesis alignment shows that there is no support for any of the three null hypotheses. According to the first hypothesis, the growth of the packaged food market is positively linked with the macroeconomic expansion, with the market CAGR following closely the GDP growth Trends. The second hypothesis is confirmed since the structure of the sales channel is not fixed, and e-commerce and quick-commerce have grown considerably. The third hypothesis is also accepted, namely the non-uniform nature of regional demand, which has a broad range of per capita indexes from 52 to 156. In general, the findings justifies the contention that the marketing of sustainable packaged food in India should take into account the regional differences in consumption, channel transformation, and macroeconomic growth.

5. Discussion

The results of the study have shown that the category diversification, the channel change and regional differences are dynamic in developing the

long run packaged food marketing strategies in India. The market size in INR 17,120 billion in 2029, is larger than the market was in INR 6,100 billion in 2019, due to the urbanization and increasing income of the consumers as well as their convenience in 2029 as compared to 2019. The category with the highest value added services, health oriented and green products for the consumers can be the most promising category according to category contribution analysis, and the best category would be the one where the consumer is offered the range of products under the "Other packaged food" category and the packaged dairy category (Smith & Puczkó, 2014; Voigt et al., 2011). This development is consistent with the literature from all over the world which reports that food consumption has started to become aware of the link between sustainable development and wellbeing (Smith & Puczkó, 2014). In terms of changes in category shares, the most significant ones are the dairy and processed goods (Chhabra, 2010), which emphasize the need to incorporate sustainability into branding. Moreover, it was the decrease in packaged meat shares that focuses attention on the ethical and environmental concerns,

which are legitimate to follow the acquired information about the mistrust towards packaged meat production in the global context (Smerecnik & Andersen, 2011). The above findings and the premise that the diversity of the categories has a positive impact on the momentum for sustainable growth leads to the conclusion that the innovative approach associated with the sustainable growth based on the environment must be introduced (Chhabra, 2010; Smerecnik & Andersen, 2011).

It will also be crucial to the development of sales channels, with modern trade and e-commerce or quick commerce, projected to increase at a fast rate, from 70 in 2029 to 84 in 2019, respectively. The change helps build the concept that the digital and organized channels play a role in speeding up the market penetration and proposal the principles of the sustainable marketing concept (Begum, 2012; Chhabra, 2010). The biggest disruptor is e-commerce with a 40.1% CAGR which is enabling the direct-to-consumer strategy and free expression of the eco-labels. This assumption of geographic differences is true for the works of regional disparity where South and West India are found as highly developed markets and the spending per capita is found to be about three times more than in the East (Joseph et al., 2020). The findings are related to other studies which explain the relationship of consumption trend and local cultural heritage with the formation of food brands (Begum, 2012; Joseph et al., 2020). With regard to the numbers, the geographically regional sustainable packaged food plans should be located in low income regions with affordable market driven innovation and in high-end market regions, where high end eco friendly food products are sold (Voigt et al., 2011). Overall, this research paper proves that the packaged food market in India needs to be aligned with the category innovation and channel modernization and regional targeting (increased general sustainability demands) for the market to flourish sustainably (Chhabra, 2010; Smith & Puczkó, 2014; Voigt et al., 2011).

## 6. Research Gap

The three category diversification, channels and regional disparities shift are interdependent, but there is not a lot of literature in the Indian packaged food industry that talks about the interdependency between them. The existing research focuses on a few package changes or customer habits, does not focus on more catholic marketing strategies. Furthermore, the active focus of the relevance of eco friendly activities in world literature has been confined in the real socioeconomic and cultural context in India with limited empirical data. A little but not too much effort has been made to tackle sustainable marketing in a regional distinction, particularly between developed and under-

penetrated markets, in terms of consumption pattern. In the same way, considering the fact that most of the studies were limited to the traditional retail operations, very little was discussed regarding the use of e-commerce and modern retail as an expedient tool towards sustainable adoption. The study will be an amalgamation of sustainability approach of market and quantitative approach and in this way this research paper will fill these gaps and will give a comprehensive understanding of the impact of channel modernization, diversification and regional differences on marketing strategies of sustainable packaged goods in India.

## 7. Future Recommendations

Future research needs to go beyond secondary data sources to understand consumer attitudes, willingness to pay and barriers to the introduction of sustainable quality packaged goods through primary surveys and interviews with consumers. Longitudinal research would help in tracing how the policy and perception of the customer about the business change as the discourse of sustainability changes throughout the years and is reflected in the brand equity and brand loyalty. The role that India has in the global transitions to sustainability will be achieved by comparing the emerging economies. The policy makers should consider introducing tax exemptions and subsidies on the use of environment-friendly package technologies, apart from setting more efficient legislations on greenwashing. The industry players have been called upon to engage in online communities using social media and online platforms for popularizing the sustainability discourses. It has to be based on a high region-focused strategy: luxury, sustainable products addressing the developed world, cost-effective technological developments addressing the underserved regions. The cooperation of the academic, business and government sectors is necessary to create a unified sustainable packaged food marketing scheme, which will result in a balance of profitability, customer confidence and environmental responsibility.

## 8. Conclusion

This study suggests that the food packaging industry in India needs to survive under three interrelated dynamics, namely, category diversification, channel change, and regional disparities. The results affirm the high potential ranges of the categories of other packaged food and packaged dairy that suggest the need of the customer for eco-friendly, health-conscious, and budget-friendly goods. The collapse of the general trade and the fast modern trade and e-commerce is highlighted in the channel analysis; it indicates the value of digital and organized platforms to speed up the process of implementing sustainability. North

and East India remain underdeveloped and in their infancy and require certain approaches, unlike South and West India, which are highly developed markets and whose expenditures per capita are higher. Altogether, these findings support the theories of geographical variations influencing adoption and channel modernization facilitating high penetration and diversity increasing development rate. The study has a contribution to the body of knowledge and contributes to a comprehensive concept of sustainable marketing of packaged food in India through bridging information gaps between the consumer behavior and business sustainability strategies and marketing forces. In addition to that, it underlines the importance of authenticity, affordability, and regional targeting and gives implications to the policymakers and business leaders. Finally, the paper finds out that the concept of sustainability is a competitive requirement of long-term sustainability and environmental responsibility within the packaged food industry and not within branding applications in India.

#### References:

- Arshad, M. T., Hassan, S., Shehzadi, R., Sani, M. A., Ikram, A., Maqsood, S., ... & Gnedeka, K. T. (2025). Emerging trends in sustainable packaging of food products: An updated review. *Journal of Natural Fibers*, 22(1), 2505608.
- Begum, S. S. (2012). Medical and wellness tourism: Opportunities and challenges—marketing 'Brand India'. *Research Journal of Management Sciences*, 1(1), 1-6.
- Chhabra, D. (2010). *Sustainable marketing of cultural and heritage tourism*. Routledge.
- Font, X., & McCabe, S. (2017). Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential. *Journal of sustainable tourism*, 25(7), 869-883.
- Gomes, S. M. (2025). Indian FMCG Industry Sees Boom in Sustainable Packaging: Real Impact or Greenwash?. *The Voice of Creative Research*, 7(2), 197-202.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable tourism*, 29(7), 1021-1042.
- Hussain, S., Akhter, R., & Maktedar, S. S. (2024). Advancements in sustainable food packaging: from eco-friendly materials to innovative technologies. *Sustainable Food Technology*, 2(5), 1297-1364.
- Joseph, E. K., Kallarakal, T. K., Varghese, B., & Anthony, J. K. (2020). Sustainable tourism development in the backwaters of South Kerala, India: The local government perspective. *Geo Journal of Tourism and Geosites*, 33, 1532-1537.
- Smerecnik, K. R., & Andersen, P. A. (2011). The diffusion of environmental sustainability innovations in North American hotels and ski resorts. *Journal of Sustainable tourism*, 19(2), 171-196.
- Smith, M., & Puczko, L. (2014). *Health, tourism and hospitality: Spas, wellness and medical travel*. Routledge.
- Soodan, V., Chakraborty, S., Tailor, R. K., & Sharma, D. (2026). Digital Marketing Strategies for Sustainable Food and Beverage Brands: A Bibliometric Systematic Literature Review. *F1000Research*, 15, 27.
- Voigt, C., Brown, G., & Howat, G. (2011). Wellness tourists: in search of transformation. *Tourism review*, 66(1-2), 16-30.
- Prakash, G., & Pathak, P. (2017). Intention to buy eco-friendly packaged products among young consumers of India: A study on developing nation. *Journal of cleaner production*, 141, 385-393.
- Magnier, L., Schoormans, J., & Mugge, R. (2016). Judging a product by its cover: Packaging sustainability and perceptions of quality in food products. *Food quality and preference*, 53, 132-142.
- Steenis, N. D., Van Herpen, E., Van Der Lans, I. A., Ligthart, T. N., & Van Trijp, H. C. (2017). Consumer response to packaging design: The role of packaging materials and graphics in sustainability perceptions and product evaluations. *Journal of cleaner production*, 162, 286-298.
- Ketelsen, M., Janssen, M., & Hamm, U. (2020). Consumers' response to environmentally-friendly food packaging-A systematic review. *Journal of Cleaner Production*, 254, 120123.
- Jain, P., & Hudnurkar, M. (2022). Sustainable packaging in the FMCG industry. *Cleaner and Responsible Consumption*, 7, 100075.
- Dörnyei, K. R., Uysal-Unalan, I., Krauter, V., Weinrich, R., Incarnato, L., Karlovits, I., ... & Corredig, M. (2023). Sustainable food packaging: An updated definition following a holistic approach. *Frontiers in Sustainable Food Systems*, 7, 1119052.
- Santi, R., Garrone, P., Iannantuoni, M., & Del Curto, B. (2022). Sustainable food packaging: An integrative framework. *Sustainability*, 14(13), 8045.
- Boz, Z., Korhonen, V., & Koelsch Sand, C. (2020). Consumer considerations for the implementation of sustainable packaging: A review. *Sustainability*, 12(6), 2192.
- Nguyen, A. T., Parker, L., Brennan, L., & Lockrey, S. (2020). A consumer definition of eco-friendly

- packaging. *Journal of Cleaner Production*, 252, 119792.
22. Otto, S., Strenger, M., Maier-Nöth, A., & Schmid, M. (2021). Food packaging and sustainability– Consumer perception vs. correlated scientific facts: A review. *Journal of Cleaner Production*, 298, 126733.
  23. Zeng, T., Durif, F., & Robinot, E. (2021). Can eco-design packaging reduce consumer food waste? an experimental study. *Technological Forecasting and Social Change*, 162, 120342.
  24. Allison, A. L., Lorencatto, F., Michie, S., & Miodownik, M. *Barriers and Enablers to Buying Biodegradable and Compostable Plastic Packaging. Sustainability 2021*, 13, 1463.
  25. Wandosell, G., Parra-Meroño, M. C., Alcayde, A., & Baños, R. (2021). Green packaging from consumer and business perspectives. *Sustainability*, 13(3), 1356.
  26. Biswas, A., & Roy, M. (2015). Green products: an exploratory study on the consumer behaviour in emerging economies of the East. *Journal of cleaner production*, 87, 463-468.
  27. Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of cleaner production*, 135, 732-739.
  28. Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic management review*, 3(1-2), 128-143.
  29. Meherishi, L., Narayana, S. A., & Ranjani, K. S. (2019). Sustainable packaging for supply chain management in the circular economy: A review. *Journal of cleaner production*, 237, 117582.
  30. Verghese, K., Lewis, H., Lockrey, S., & Williams, H. (2015). Packaging's role in minimizing food loss and waste across the supply chain. *Packaging Technology and Science*, 28(7), 603-620.