WEBINARS

INDIA CONSUMER TRENDS 2026: OPPORTUNITIES FOR U.S. FOOD & AGRICULTURAL EXPORTERS

Wednesday, Jan 28, 2026 | 10:00 AM - 11:00 AM
Registration: Sunday, Jan 4 - Wednesday, Jan 28, 2026
Riverside | United States of America

https://www.wusata.org/e/H4KVOIM

EVENT DETAILS

The meeting link will be sent to registered companies the day before the meeting via email

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. exporters - particularly growers, packers, processors, and food marketers - who are seeking to better understand evolving consumer trends in India and how these trends are shaping opportunities for imported food and agricultural products. Building on prior WUSATA programming, this refreshed session will focus on how shifting demographics, rising incomes, health awareness, and retail modernization are influencing purchasing behavior across India's diverse regions.

The presentation will provide an up-to-date snapshot of India's food consumption landscape, highlighting high-growth categories for U.S. exporters, differences across income groups and regions, and the growing role of modern retail and e-commerce. Attendees will gain practical insights into how consumer preferences translate into real market opportunities, how imported products are positioned in India, and what exporters should consider when tailoring products, pricing, and marketing strategies. A case study and market insights from on-the-ground experience will illustrate how consumer trends directly impact successful market entry and expansion.

Detailed Webinar Overview:

1. Welcome & Objectives

- Introduction to session goals: understanding consumer demand drivers in India
- Why consumer trends matter for export success
- How India's market dynamics differ from other Asian markets

2. India Consumer Landscape: Big Picture Trends

- Demographics, urbanization, and income growth
- Role of the emerging middle class and affluent urban consumers
- Aspirational consumption and perception of imported foods

3. Health, Lifestyle, and Food Preferences

- Rising health awareness: diabetes, obesity, and food safety concerns
- Growth in demand for healthy, organic, and "better-for-you" products
- Influence of global exposure, travel, and social media on food choices

4. High-Potential Product Categories

- Nuts and dried fruits: gifting, snacking, and festive demand
- Fresh produce: quality, consistency, and off-season availability
- Dairy ingredients and foodservice demand
- Specialty and premium U.S. food products

- Differences between staple-driven consumption and premium niches

5. Regional Differences in Consumption

- North, South, East, and West India: dietary patterns and preferences
- How regional cuisines influence demand for imported products
- Implications for product selection and targeting

6. Retail Channels and the Path to the Consumer

- Traditional kirana stores vs. modern trade
- Role of supermarkets, hypermarkets, and specialty stores
- Rapid growth of e-commerce and quick-commerce platforms
- Using channels to test demand and build brand awareness

7. Case Study & Market Insights

- Real-world insights from working in the Indian market
- How consumer trends shape pricing, packaging, and promotion
- Key lessons learned for U.S. exporters

8. Q&A

- Interactive discussion with participants

Participants will be able to:

1. Describe key consumer trends shaping food and agricultural demand in India.
2. Identify high-potential product categories for U.S. exporters based on current consumption patterns.
3. Understand how income levels and regional differences influence purchasing behavior.
4. Evaluate how retail and e-commerce channels affect access to Indian consumers.
5. Apply consumer trend insights to product positioning, pricing, and market entry strategies.
6. Leverage case study lessons to anticipate challenges and opportunities in the Indian market.

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373