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From Artisan Loaves to Protein-Packed Treats: The Evolution of Modern Baking

Mumbai, 14 April 2025: The bakery industry is undergoing a remarkable transformation, driven by growing consumer awareness and a heightened focus on health and well-being. Traditional baked goods are making way for innovative creations that blend craftsmanship with nutrition, reflecting a broader shift toward conscious consumption.

The Rise of Health-Conscious Baking

Consumers today are more discerning, seeking products that align with their dietary preferences and health goals. Gluten-free, high-protein, and nutrient-dense baked goods have moved from niche offerings to mainstream staples. According to a recent report by Market Research Future, the global gluten-free bakery market is projected to reach USD 5.6 billion by 2027, growing at a CAGR of 10.3%. This surge is attributed to rising health concerns, dietary restrictions, and a preference for cleaner labels.

Artisanal Techniques Meet Modern Nutrition

Parallel to the health movement is the resurgence of artisanal baking. Consumers are increasingly drawn to authenticity and quality, appreciating the skill behind handcrafted loaves, naturally fermented sourdough, and small-batch pastries. Countries like France and Italy continue to set the gold standard for artisanal baking, with techniques rooted in centuries-old traditions. Meanwhile, nations like Japan are embracing innovation, blending traditional methods with unique local ingredients such as matcha and yuzu.

Global Trends Reshaping the Bakery Landscape

Internationally, the bakery sector is witnessing diverse trends. In the United States, there's a rising demand for high-protein snacks and plant-based baked goods, catering to the growing vegan and fitness-conscious population. Scandinavian countries are leading the charge in sustainability, incorporating locally sourced grains and eco-friendly practices into their baking processes. Additionally, gluten-free and allergen-friendly options are gaining traction in markets like Australia and the UK, reflecting heightened awareness of dietary sensitivities.

A Market Poised for Growth

The high-protein bakery segment is also witnessing unprecedented growth, fueled by fitness enthusiasts and health-conscious consumers alike. Products enriched with

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protein, fiber, and functional ingredients are gaining popularity, offering a balance of taste and nutrition. As consumer palates evolve, bakeries are responding with diverse product lines that cater to varying needs – from plant-based options to keto-friendly delights.

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Anuga Select India: A Gateway to Bakery Innovation

In response to these evolving trends, Anuga Select India is curating a dedicated platform to spotlight the latest innovations in the bakery sector. The upcoming edition will provide a unique opportunity for industry leaders, innovators, and artisans to converge, exchange insights, and showcase products that seamlessly blend tradition with modern dietary preferences. Prominent exhibitors such as SIA Karumu Fabrika, Niva Nutrifood Products, Harrshiv Healthy foods & More, S.S. Food Industries, Lal Sweets, Tajir, Eurasia Agro Foods, Lyallji Foods (India), Shrijee Food Tech, Tata Consumer Products, Agility Food Products, S.K. Foods, Joy Products, Faridi Impex, Miraya International, Finest Foodwork, Fishfa Agri World, Radiant Indus Chem and many more will present their latest offerings, giving attendees a comprehensive view of the evolving bakery landscape. From renowned exhibitors to live demonstrations and engaging discussions, Anuga Select India promises to be the definitive event for those shaping the future of baking.

Join Us at Anuga Select India 2025

Anuga Select India is the premier trade event for the food and beverage industry, showcasing cutting-edge trends and innovations across diverse sectors, including bakery, beverages, and gourmet foods. It serves as a strategic platform for global businesses to collaborate, exchange ideas, and shape the future of food.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://anuga-india.com/>

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Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 08.04. - 10.04.2025

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