Agritech & Consumer Sector – India 2025

# Executive Summary

This report provides a detailed analysis of the Agritech and Consumer sectors in India, with a focus on market growth, key players, investment trends, challenges, and opportunities. The report integrates financial insights, industry case studies, and regulatory updates to highlight the evolving ecosystem. With India positioned as one of the fastest-growing markets for agricultural innovation and consumer-driven businesses, the findings of this report are intended to guide investment and strategic decisions for stakeholders.

# Market Overview

The Indian Agritech sector is projected to grow at a CAGR of approximately 18% between 2023 and 2030. The Consumer sector, particularly FMCG and digital-first consumer brands, is expected to sustain a CAGR of 9–10% over the same period. Drivers include rapid digitization, government policy support, growing middle-class consumption, and technological innovations across supply chains.

# Agritech Sector Breakdown

Agritech encompasses technology-driven solutions aimed at improving agricultural productivity, supply chain transparency, and farmer profitability. Sub-segments include farm-to-fork platforms, precision farming, input marketplaces, and supply chain logistics. The sector has attracted significant venture capital interest due to its ability to solve India's pressing food security and supply chain challenges.

## Key Agritech Players

• DeHaat – Offers end-to-end agricultural services including inputs, advisory, and market linkages.  
• Ninjacart – A leading B2B fresh produce supply chain platform connecting farmers directly to retailers.  
• WayCool Foods – Focuses on building an efficient farm-to-fork supply chain, emphasizing quality control.  
• Bijak – An online agritech trading platform reducing middlemen inefficiencies.  
• AgroStar – A digital marketplace for farm inputs with advisory services.

# Consumer Sector Breakdown

The Indian Consumer sector is characterized by FMCG, food & beverages, retail, and digital-native brands. Urbanization, rising disposable incomes, and increased internet penetration have accelerated growth. A key trend is the rise of Direct-to-Consumer (D2C) brands leveraging digital platforms to reach consumers directly.

## Key Consumer Companies

• ITC Limited – A diversified conglomerate with a strong FMCG presence.  
• Hindustan Unilever (HUL) – Market leader in personal care, home care, and food categories.  
• Zomato & Swiggy – Dominant food delivery platforms driving consumer convenience.  
• Nykaa – A digital-first consumer brand in beauty and personal care.  
• Patanjali – A consumer brand leveraging Ayurveda and wellness.

# Funding Trends

By 2024, total funding in the Indian Agritech sector surpassed $2 billion, with contributions from Sequoia Capital, Tiger Global, Accel Partners, and Nexus Venture Partners. The Consumer sector also witnessed record funding, with D2C brands like Mamaearth, Lenskart, and Boat achieving unicorn status. Global private equity and sovereign funds have also begun to participate in growth-stage rounds, signaling long-term confidence in these sectors.

# Case Studies

## Case Study 1: DeHaat

DeHaat, founded in 2012, has scaled to serve millions of farmers across India. Its platform integrates input sales, credit access, and market linkages. In 2024, it raised $115 million led by Sofina and Lightrock, demonstrating investor confidence in agritech scalability.

## Case Study 2: Nykaa

Nykaa, launched in 2012, revolutionized beauty retail in India by leveraging the D2C model. Its IPO in 2021 on the NSE and BSE was oversubscribed by over 80 times, showcasing strong investor appetite for digital-native consumer brands.

# Regulatory Environment

Government policies have been supportive of both sectors. In agritech, initiatives like the 'Digital Agriculture Mission' and 'eNAM' platform promote transparency and efficiency. In consumer markets, the tightening of e-commerce regulations and GST reforms have created both opportunities and compliance challenges.

# Challenges

Agritech challenges include fragmented landholdings, farmer digital literacy, and last-mile logistics. Consumer sector challenges include high competition, regulatory compliance, and dependence on digital advertising.

# Opportunities

Opportunities abound in cross-border expansion, rural penetration, and adoption of AI/ML-driven insights in both sectors. Agritech solutions are increasingly exportable to other emerging markets, while Indian consumer brands are expanding to global markets such as the Middle East and Southeast Asia.

# Outlook

Both sectors are poised for sustained growth. Agritech will continue to see consolidation and corporate participation from FMCG and retail giants. Consumer brands will lean heavily into omnichannel strategies, balancing offline and online sales.

# Appendix 1

This appendix provides additional data tables, charts, and references relevant to sector analysis. Appendix 1 includes extended datasets on valuations, CAGR assumptions, and global benchmarks.

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