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Food consumption pattern of Maharashtra

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Abstract
This study explores the diverse food consumption patterns prevalent across the state of Maharashtra, India. Maharashtra, characterized by its geographic, cultural, and economic diversity, exhibits significant variation in dietary habits across urban and rural areas, socioeconomic classes, and regional subcultures. This paper attempts to highlight the trend and pattern of food and non-food consumption expenditure in Rural and Urban area in Maharashtra during the period from 1972-73 to 2023-24.The research analyzes key staples such as cereals, pulses, vegetables, dairy products, and animal-based foods, while also addressing the growing impact of urbanization, income levels, and lifestyle changes on food preferences. Traditional Maharashtrian diets, typically centered around jowar, bajra, rice, and legumes, are contrasted with the increasing consumption of processed and fast foods, especially in urban centers. The study draws from primary surveys, government nutritional data, and market trends to provide a comprehensive view of the shifting food landscape. Understanding these consumption patterns is essential for informing food policy, nutritional programs, and sustainable agricultural planning in the region.

Keywords: Food and non-food consumption expenditure, consumption pattern, rural and urban.

Introduction
Introduction is the first and the important chapter in research project. As compared to other chapters introduction requires more thinking and careful organization of relevant information. In research project introduction is relatively large as compared to research papers, popular articles and other reports.
Understanding consumption patterns is crucial for analyzing the socio-economic dynamics of a region, as it provides insights into people's lifestyle choices, purchasing behavior, and priorities in terms of expenditure. Maharashtra, one of India's most populous and economically significant states, presents a diverse picture of consumer behavior, reflecting both rural and urban consumption patterns. Maharashtra's economy is a mix of agriculture, industry, and services, which has a direct impact on how people in different regions of the state allocate their income toward food and non-food items. The study of consumption patterns in Maharashtra highlights the disparities between rural and urban areas, income groups, and evolving consumer preferences driven by economic growth, urbanization, and globalization.
This introduction aims to provide an overview of the key trends in consumption patterns related to food and non-food items among consumers in Maharashtra. It covers the factors influencing consumption, the structure of household expenditure, and emerging patterns that reflect the state's economic and social transformation.
This research is made for analyse the monthly capita consumption expenditure (MPCE) pattern in rural and urban area in Maharashtra, it's trends for food and non-food items.

Methodology
Collection of Data
Study is based on the secondary data collected from various sources, such as National Accounts Statistics, Central Statistical Organization (CSO), Government of India, Reports of National Sample Survey organization (NSSO), Government of India, various websites, published and unpublished reports and journals etc.

NSSO has completed ten quinquennial surveys from 1972-73 to 2023-24.

The following table shows that in Maharashtra average MPCE has been increasing over the years in rural and urban areas.

Year	Round
1972-1973	27th Round
1977-1978	32nd Round
1983-1984	38th Round
1987-1988	43rd Round
1993-1994	50th Round
1999-2000	55th Round
2004-2005	61st Round
2009-2010	66th Round
2011-2012	68th Round
2017-2018	75th Round
2023-2024	80th Round

Statistical Tools

Absolute change and relative change

The absolute change and the relative change in consumer expenditure on food and non-food items during the 27th (2072-73) round and 80th (2023-24) round. The absolute and relative change will measured by using formula given below:

Absolute change=Current year-Base year

Where,
Current year=consumption expenditure at current year (2023-24)
Base year=consumption expenditure at base year (2072-73)
Relative Change=Current Year-Base year/Base year*100

Compound Annual Growth Rate (CAGR)

The Compound Annual Growth Rate (CAGR) is estimated to study the percentage increase or decrease in the selected parameters. The following formula is used to determine the CAGR.

$$Y=a.b^{t} \quad (1)$$

Where,
Y=Expenditure on food/ non-food items,
A=Intercept or Constant,
B=Trend coefficient/ Regression coefficient,
T=Time variable.
This equation was estimated after transforming (1) as follows:

$$\text{Log } Y=\text{Log } a + t \text{ Log } b \quad (2)$$

Annual compound growth rate in percentage is calculated as.

$$\text{CAGR (\%)}=[\text{Antilog}(\log b)-1]\times 100 \quad (3)$$

Measures of instability consumption expenditure

Coefficient of variation of food consumption pattern of Maharashtra of rural and urban area was calculated as a measure of stability by using following formula

C.V.=(Standard Deviation/mean) ×100

Index Number

An index number is a statistical measure design to show the changes in variables or group of related variables or group of related variables with respect to time the index number was calculated by choosing the triennium average for 1972-73 to 2023-24 as a base year.

Index Number=(Current year value/Base year value) ×100

Results and Discussion

Changing pattern of consumer expenditure in Maharashtra

The structural changes in the consumption expenditure in rural and urban areas of Maharashtra have been assessed by taking the Monthly Per Capita Expenditure (MPCE) at current prices. NSSO completed eleven quinquennial surveys from 1972-73 to 2023-24. The following table shows that in Maharashtra average MPCE has been increasing over the years in rural and urban areas.

Rural per-person monthly consumption in India has grown dramatically from around ₹41 in 1972-73 to nearly ₹3,000 in 2023-24 with both food and non-food spending rising sharply. While cereals remain significant in absolute terms, their share of total expenditure has declined as households shift toward more diversified diets (like milk, oil, meat, processed foods) and increasingly spend on non-food items such as transport, clothing, and durable goods. By 2023-24, non-food spending made up over 50% of rural MPCE, underscoring rising living standards, greater discretionary consumption, and a clear evolution in rural consumption patterns. Growth in rural consumption has also contributed to narrowing the rural-urban consumption gap over time.

Urban per-person monthly consumption expenditure soared from around ₹42 in 1972-73 to ₹2,133 for food and ₹3,369 overall in 2023-24. The proportion of non-food spending rose markedly by 2023-24, 60% of urban MPCE went toward non-food items like clothing, transport, housing, entertainment, and durable goods, up from just over half in earlier rounds. Within food, spending on milk, processed foods, meat, and edible oils climbed sharply, though staples like cereals continued to hold notable, but declining, share reflecting growing dietary diversification. Overall, urban households increased consumption dramatically, especially in non-food categories, mirroring rising incomes, lifestyle changes, and a shift toward discretionary expenditure. This pattern aligns with broader national trends of expanding urban consumption and evolving urban dietary and spending behavior.

Table 1: Value of consumption by broad group of items per person for a period of 30 days for rural

Round	Cereals	Pulses	Milk & Milk Products	Edible Oil	Meat, Egg & Fish	Sugar	Other food items	Food total	Fuel & Light	Clothing	Other Non-Food Items	Non-food total
27th Round (Sept 1972-Oct 1973)	16.35	2.01	2.07	1.94	1.06	1.94	5.01	30.38	2.51	2.63	5.71	10.85
32nd Round (Jul 1977-Jun 1978)	18.4	3.18	3.47	2.92	1.94	2.33	8.59	40.83	4.52	5.30	10.34	20.16
38th Round (Jun 1983-Dec 1983)	29.82	5.72	6.33	6.07	4.03	4.31	15.21	71.49	9.25	10.69	24.82	44.76
43rd Round (Jul 1987-Jun 1988)	31.65	8.27	10.23	10.89	5.17	6.67	25.92	98.8	13.13	11.60	34.87	59.60
50th Round (Jul 1993-Jun 1994)	55.95	16.41	21.75	19.95	10.73	14.03	57.49	196.31	26.35	22.56	87.71	136.62

55th Round (Jul 1999-Jun 2000)	81.65	21.73	33.16	26.18	19.08	14.62	79.60	276.02	39.79	36.37	136.75	212.91
61st Round (Jul 2004-Jun 2005)	83.27	21.12	33.91	35.12	17.46	17.15	85.31	293.34	65.74	23.66	189.3	278.7
66th Round (Jul 2009-Jun 2010)	137.91	49.14	64.98	45.90	30.04	35.27	151.18	514.42	107.28	65.39	337.97	510.64
68th Round (jul 2011-Jun 2012)	149.17	56.54	98.79	69.05	40.91	35.97	207.88	658.31	139.07	102.78	528.53	770.38
75th round (Jul 2017-Jun 2018)	150.98	53.87	147.65	76.36	98.27	35.14	432.38	994.65	158.85	173.44	717.61	1049.9
80th Round (Jul 2023-Jun 2024)	323.00	84.00	348.00	115.00	203.00	37.00	406.00	1516.00	252.00	278.00	923.00	1453.00

Table 2: Value of consumption by broad group of items per person for a period of 30 days for urban

Round	Cereals	Pulses	Milk & Milk Products	Edible Oil	Meat, Egg & Fish	Sugar	Other food items	Food total	Fuel & Light	Clothing	Other Non-Food Items	Non-food total
27thRound (Sept1972-Oct 1973)	11.13	2.49	6.10	4.01	2.21	2.61	13.56	42.11	3.71	2.79	17.55	24.05
32nd Round (Jul 1977-Jun 1978)	17.03	4.62	9.93	5.82	4.32	3.26	22.52	67.5	7.13	7.28	30.84	45.25
38th Round (Jun 1983-Dec 1983)	29.41	7.79	18.18	.06	8.01	5.06	41.47	120.98	13.43	14.98	61.03	89.44
43rd Round (Jul 1987-Jun 1988)	33.55	10.66	24.90	17.17	9.83	7.11	63.02	166.24	19.34	14.61	90.85	124.8
50th Round (Jul 1993-Jun 1994)	63.16	19.32	45.40	29.12	18.54	14.3	107.45	297.29	36.63	25.23	183.57	245.43
55th Round (Jul 1999-Jun 2000)	97.91	26.68	66.62	35.51	26.51	15.55	157.08	425.86	67.01	55.90	336.61	459.52
61st Round (Jul 2004-Jun 2005)	104.56	27.86	82.07	45.52	29.9	17.28	182.11	489.3	121.99	36.59	585.87	744.45
66th Round (Jul 2009-Jun 2010)	180.83	61.46	138.03	59.25	51.3	35.62	284.59	811.08	169.69	106.12	1071.32	1347.13
68th Round (jul 2011-Jun 2012)	184.37	65.82	181.55	79.41	69.89	33.5	386.92	1001.46	208.73	161.09	1266.72	1636.54
75th round (Jul 2017-Jun 2018)	237.18	77.38	263.93	98.17	163.25	39.41	934.44	1813.76	307.2	284.06	2066.33	2657.59
80th Round (Jul 2023-Jun 2024)	339.00	99.00	503.00	127.00	249.00	40.00	776.00	2133.00	391.00	398.00	2580.00	3369.00

Table 3: Food item group wise break-up of MPCE in 27th round and 80th round in Mahrashtra (Rs.)

Items	27th Round (Sept 1972-Oct1973)		80th Round (Jul 2023-Jun 2024)		Absolute Change		Relative Change	
	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban
cereals	16.35	11.13	323.00	339.00	306.65	327.87	223	239
Pulses	2.01	2.49	84.00	99.00	81.99	96.51	-16	-1
Milk and Milk Products	2.07	6.10	348.00	503.00	345.93	496.90	248	403
Edible Oil	1.94	4.01	115.00	127.00	113.06	122.99	15	27
Meat, Egg and Fish	1.06	2.21	203.00	249.00	201.94	246.79	103	149
Sugar	1.94	2.61	37.00	40.00	35.06	37.39	-63	-60
Other Food items	5.01	13.56	406.00	776.00	400.99	762.44	306	676
Fuel & Light	2.51	3.71	252.00	391.00	249.49	387.29	152	291
Clothing	2.63	2.79	278.00	398.00	275.37	395.21	178	298
Other Non-food items	5.71	17.55	923.00	2580.00	917.29	2562.45	823	2480

The data clearly shows a massive jump in monthly per-capita expenditure (MPCE) across most categories in Maharashtra from the early 1970s to 2023-24:

- **Food groups:** Cereals spending rose over 300 ₹ in both rural and urban areas; milk and dairy soared by ~350 ₹ (248% rural, 403% urban); and meat, fish, and eggs increased substantially (103% rural, 149% urban). Pulses and sugar experienced only modest or even negative gains due to rising prices and changing diets.
- **Non-food items:** Fuel and light, clothing, and other non-food essentials also saw sizable increases especially in urban areas (lighting +291%, clothing +298%, miscellaneous non-food +2,480%). This indicates not just higher consumption, but also increased spending on services and discretionary goods.

Table 4: Growth rate and instability of food items expenditure for rural

Sr. No.	items	CGR	Std.	Mean	C.V
1	Cereals	33.17**	90.53	98.01	92.36
2	Pulses	44.74*	27.29	29.27	93.23
3	Milk & Milk Products	61.92**	102.87	70.03	146.89
4	Edible Oil	49.46*	36.30	37.22	97.55
5	Meat, Egg, Fish	61.80**	61.10	39.24	155.69
6	Sugar	38.08*	14.56	18.58	78.33
7	Other food items	56.71**	154.31	134.05	115.11

Strong Compound Growth Rates (CGR): All food item groups show significant positive CGRs, with milk & milk products (61.9%), meat, egg & fish (61.8%), and other food items (56.7%) leading the way. Pulses, edible oils, cereals, and sugar also grew steadily (38%-49%), reflecting rising incomes and dietary diversification. High Instability (Coefficient of Variation): Nearly every category displays a CV above 90%, indicating pronounced year-to-year fluctuations in spending. Milk & milk products and meat, egg & fish have the highest volatility (147% and 156%, respectively), suggesting these are more prone to price shocks or income variability. Even staples like cereals (92%) and pulses (93%) exhibit substantial instability.

Table 5: Growth rate and instability of non-food items expenditure for rural

Sr. No.	items	CGR	Std.	Mean	C.V
1	Fuel & Light	58.31**	80.97	74.41	108.82
2	Clothing	54.08**	87.24	66.58	131.03
3	Other Non-Food items	67.70**	317.54	272.42	116.56

Fast Compound Annual Growth Rates: Other non-food items grew the fastest at 67.7%, followed by fuel & light at 58.3% and clothing at 54.1% all statistically significant ($p<0.01$) indicating rapid increases in rural household spending on these categories. High Instability (Volatility): Clothing exhibits the highest instability (C.V. 131%), followed by fuel & light (109%) and other non-food items (117%), and reflecting large year-to-year fluctuations in spending patterns.

Table 6: Growth rate and instability of food items expenditure for urban

Sr. No.	items	CGR	Std.	Mean	C.V
1	Cereals	39.98**	105.63	118.01	89.51
2	Pulses	43.80**	33.45	36.64	91.29
3	Milk & Milk Products	52.06***	150.28	121.79	123.39
4	Edible Oil	40.52**	40.49	46.55	86.99
5	Meat, Egg, Fish	55.32***	78.67	57.52	136.77
6	Sugar	34.62*	14.94	19.43	76.89
7	Other food items	51.07**	313.11	269.92	116.00

Milk & Milk Products grow at 52.1%, Meat/Egg/Fish at 55.3%, and Other food items at 51.1% all highly statistically significant ($p<0.01$).Cereals, pulses, and edible oil also exhibit substantial growth (35-44%).Even lower-growth items like sugar (34.6%) are significant ($p<0.05$)The Coefficient of Variation (C.V.) indicates large year-over-year fluctuations: Highest volatility is in Meat/Egg/Fish (136.8%) and Milk & Milk Products (123.4%), signifying sensitivity to price or supply shocks. Cereals (89.5%), pulses (91.3%), edible oil (87.0%), and sugar (76.9%) show notable but lesser variability. “Other food items” are also unstable (116.0%).

Table 7: Growth rate and instability of non-food items expenditure for urban

Sr. No.	items	CGR	Std.	Mean	C.V
1	Fuel & Light	60.61**	132.77	122.35	108.52
2	Clothing	58.87**	130.60	100.60	129.82
3	Other Non-Food items	67.84***	890.69	753.70	118.18

Strong Long-Term Growth Urban households saw robust Compound Growth Rates (CGR) across all non-food categories: Other non-food items grew fastest at 67.8%, followed by fuel & light at 60.6% and clothing at 58.9% all statistically significant ($p<0.01$). This mirrors broader consumption patterns where non-food items now make up a larger share of monthly urban spending (~60%) have played a central role in driving urban MPCE gains. High Instability in Spending Standard deviations are notably high (fuel ~133, clothing ~131, other items ~891), indicating substantial volatility. Coefficients of Variation (C.V.) range from ~109% to ~129%, showing that urban non-food spending fluctuates heavily, likely in response to income shifts, inflation, seasonal patterns, and policy changes.

Table 8: Trends in food items in rural area of Maharashtra

Sr. No.	items	Models	R^2	Coefficients		
				b_1	b_2	b_3
1	Cereals	Third Degree Polynomial	0.93	36.19	-7.01	0.57
2	Pulses	Third Degree Polynomial	0.96	-1.08	0.67	0.01
3	Milk & Milk Products	Third Degree Polynomial	0.96	63.89	-15.59	1.18
4	Edible Oil	Third Degree Polynomial	0.99	5.13	-0.68	0.11
5	Meat, Egg, Fish	Third Degree Polynomial	0.97	42.91	-10.54	0.78
6	Sugar	Third Degree Polynomial	0.95	-6.58	2.00	-0.11
7	Other food items	Third Degree Polynomial	0.94	-0.07	-0.57	0.38

The polynomial trend analysis for rural Maharashtra’s food item expenditures reveals non-linear growth patterns with high explanatory power (R^2 between 0.93 and 0.99), indicating complex dynamics over time. Key takeaways: Cereals ($b_1 = 36.19$, $b_2 = -7.01$, $b_3 = 0.57$; $R^2 = 0.93$): spending initially rises, dips mid-period, then gently climbs again reflecting unstable demand and price influence. Milk & Milk Products ($b_1 = 63.89$, $b_2 = -15.59$, $b_3 = 1.18$; $R^2 = 0.96$): strong upward acceleration suggests growing preference, likely tied to income growth and dietary diversification. Meat, Egg, Fish ($b_1 = 42.91$, $b_2 = -10.54$, $b_3 = 0.78$; $R^2 = 0.97$): similar to dairy, confirms rising protein expenditure with economic progress. Edible Oil ($b_1 = 5.13$, $b_2 = -0.68$, $b_3 = 0.11$; $R^2 = 0.99$): steady but moderate increase follows refined oil adoption. Pulses and Sugar show milder trends and smaller acceleration terms, implying more stable consumption, possibly due to staples being price-sensitive and policy-influenced.Other food items exhibit complex, variable behavior consistent with mixed category of processed and packaged goods.

Table 9: Trends in non-food items in rural area of Maharashtra

Sr. No.	items	Models	R^2	coefficients		
				b_1	b_2	b_3
1	Fuel & Light	Third Degree Polynomial	0.99	2.07	-0.30	0.19
2	Clothing	Third Degree Polynomial	0.99	36.84	-9.32	0.77
3	Other Non-Food items	Third Degree Polynomial	1.00	-8.73	0.29	0.74

The polynomial trend analysis for rural non-food expenditures in Maharashtra shows: Fuel & Light (R^2=0.99; coefficients b_1=2.07, b_2=−0.30, b_3=0.19): a strong and consistent upward trend with moderate curvature, reflecting steady growth in energy-related spending as electrification and appliance ownership expand over time. Clothing (R^2=0.99; b_1=36.84, b_2=−9.32, b_3=0.77): A sharply upward trajectory with significant non-linearity spending accelerates, then moderates, then picks up again highlighting changing fashion trends, rising incomes, and growing market access. Other Non-Food Items (R^2≈1.00; b_1=−8.73, b_2=0.29, b_3=0.74): a highly non-linear trend initial dip followed by sharp acceleration suggesting emerging expenditures on miscellaneous items (e.g., electronics, services), aligning with broader rural consumption shifts toward diversified goods and services.

Table 10: Trends in food items in urban area of Maharashtra

Sr. No.	items	Models	R^2	Coefficients		
				b_1	b_2	b_3
1	Cereals	Third Degree Polynomial	0.98	11.15	-0.73	0.22
2	Pulses	Third Degree Polynomial	0.98	-3.66	1.32	-0.02
3	Milk & Milk Products	Third Degree Polynomial	0.98	67.64	-16.00	1.30
4	Edible Oil	Third Degree Polynomial	1.00	5.17	-0.34	0.08
5	Meat, Egg, Fish	Third Degree Polynomial	0.99	38.47	-9.67	0.77
6	Sugar	Third Degree Polynomial	0.96	-5.24	1.65	-0.08
7	Other food items	Third Degree Polynomial	0.90	-6.29	-0.10	0.71

Rising Dairy & Protein Spending Milk & Milk Products (R^2 = 0.98; b_1 = 67.64, b_2 = -16.00, b_3 = 1.30): A strongly positive trajectory with increasing acceleration, indicating growing consumption of dairy driven by urban income growth and shifting dietary preferences. Meat, Egg, Fish (R^2 = 0.99; b_1 = 38.47, b_2 = -9.67, b_3 = 0.77): Similar pattern to dairy, reflecting rising protein intake among urban residents. Moderate Growth in Staples Cereals (R^2 = 0.98; b_1 = 11.15, b_2 = -0.73, b_3 = 0.22): Indicates steady consumption with mild fluctuations consistent with staples retaining their place but growing more slowly. Edible Oil (R^2 = 1.00; b_1 = 5.17, b_2 = -0.34, b_3 = 0.08): Shows smoother, incremental increase, reflecting gradual adoption of refined oils in urban diets. Fluctuations in Pulses, Sugar & Other Items Pulses (R^2 = 0.98; b_1 = -3.66, b_2 = 1.32, b_3 = -0.02) and Sugar (R^2 = 0.96; b_1 = -5.24, b_2 = 1.65, b_3 = -0.08): Exhibit cyclical behavior declines followed by modest recovery likely reflecting price sensitivity and substitution to other protein or sweetener sources. Other Food Items (R^2 = 0.90; b_1 = -6.29, b_2 = -0.10, b_3 = 0.71): A more complex, non-linear rise indicative of emerging spending on processed, convenience, or packaged foods.

Table 11: Trends in non-food items in urban area of Maharashtra

Sr. No.	Items	Models	R^2	Coefficients		
				b_1	b_2	b_3
1	Fuel & Light	Third Degree Polynomial	1.00	-8.31	2.04	0.17
2	Clothing	Third Degree Polynomial	0.99	36.10	-9.80	0.92
3	Other Non-Food items	Third Degree Polynomial	0.99	-41.66	3.61	1.93

Table 12: Index number of food and non-food items for rural

Cereals	Pulses	Milk & Milk Products	Edible Oil	Meat, Egg & Fish	Sugar	Other food items	Fuel & Light	Clothing	Other Non-Food Items
100	100	100	100	100	100	100	100	100	100
112.54	158.21	167.63	150.52	183.02	120.10	171.46	180.08	201.52	181.09
182.39	284.58	305.80	312.89	380.19	222.16	303.59	368.53	406.46	434.68
193.58	411.44	494.20	561.34	487.74	343.81	517.37	523.11	441.06	610.68
342.20	816.42	1050.72	1028.35	1012.26	723.20	1147.50	1049.80	857.79	1536.08
499.39	1081.09	1601.93	1349.48	1800.00	753.61	1588.82	1585.26	1382.89	2394.92
509.30	1050.75	1638.16	1810.31	1647.17	884.02	1702.79	2619.12	899.62	3315.24
843.49	2444.78	3139.13	2365.98	2833.96	1818.04	3017.56	4274.10	2486.31	5918.91
912.35	2812.94	4772.46	3559.28	3859.43	1854.12	4149.30	5540.64	3907.98	9256.22
923.43	2680.10	7132.85	3936.08	9270.75	1811.34	8630.34	6328.69	6594.68	12567.60
1975.54	4179.10	16811.59	5927.84	19150.94	1907.22	8103.79	10039.84	10570.34	16164.62

Fuel & Light (R^2=1.00; b_1=-8.31, b_2=2.04, b_3=0.17). The slight negative linear term combined with positive quadratic and cubic coefficients suggests that while spending dipped marginally at times, it rebounded strongly indicating growing and accelerating investment in utilities (electrification, appliance use) over time. Clothing (R^2=0.99; b_1=36.10, b_2=-9.80, b_3=0.92). A pronounced rise with non-linear curvature initial increase, followed by a slowdown, then renewed acceleration. Reflects evolving urban fashion consumption biology: income-driven, trend-sensitive, and influenced by periodic promotional cycles. Other Non-Food Items (R^2=0.99; b_1=-41.66, b_2=3.61, b_3=1.93). Here, a steep initial decline gives way to strong upward acceleration as seen in spending on electronics, mobile services, travel, entertainment pointing to a dramatic uptake in discretionary and service-oriented consumption.

- **Food Items:** Basic food categories like cereals, pulses, milk, edible oil, and meat/egg/fish have all seen significant increases from their base index of 100.For example, milk & milk products surged to 16,811.6, and meat, egg & fish to 19,150.9, showing extraordinary growth in animal-based protein consumption. Pulses and edible oil also saw rapid increases (to 4,179.1 and 5,927.8 respectively), reflecting shifting food preferences and price trends. Other food items likely including processed and packaged goods saw a staggering jump to 8,630.3, reflecting rural diversification into convenience foods.
- **Non-Food Items:** The most explosive growth is seen in non-food categories: Fuel & light rose to 10,039.8, indicating increased electrification and energy use. Clothing grew to 10,570.3, showing expanding demand for apparel and textiles.

Other non-food items skyrocketed to 16,164.6, reflecting growing rural consumption of services, durables, electronics, and miscellaneous expenditures.

Table 13: Index number of food and non-food items for urban

Cereals	Pulses	Milk & Milk Products	Edible Oil	Meat, Egg & Fish	Sugar	Other food items	Fuel & Light	Clothing	Other Non-Food Items
100	100	100	100	100	100	100	100	100	100
153.01	185.54	162.79	145.14	195.48	124.90	166.08	192.18	260.93	175.73
264.24	312.85	298.03	275.81	362.44	193.87	305.83	361.99	536.92	347.75
301.44	428.11	408.20	428.18	444.80	272.41	464.75	521.29	523.66	517.66
567.48	775.90	744.26	726.18	838.91	547.89	792.40	987.33	904.30	1045.98
879.69	1071.49	1092.13	885.54	1199.55	595.79	1158.41	1806.20	2003.58	1918.01
939.44	1118.88	1345.41	1135.16	1352.94	662.07	1342.99	3288.14	1311.47	3338.29
1624.71	2468.27	2262.79	1477.56	2321.27	1364.75	2098.75	4573.85	3803.58	6104.39
1656.51	2643.37	2976.23	1980.30	3162.44	1283.52	2853.39	5626.15	5773.84	7217.78
2131.00	3107.63	4326.72	2448.13	7386.88	1509.96	6891.15	8280.32	10181.36	11773.96
3045.82	3975.90	8245.90	3167.08	11266.97	1532.57	5722.71	10539.08	14265.23	14700.85

Food Items: Urban households have significantly increased spending on food, particularly: Milk & Milk Products (Index 8245.9), Meat, Egg & Fish (11,266.97), and Pulses (3,975.9) show the highest growth, reflecting rising protein consumption and dietary diversification. Even essential items like Cereals (Index 3,045.82) and Edible Oil (3,167.08) have grown considerably, suggesting rising prices and consumption volume. Other Food Items reached an index of 5,722.7, indicating strong growth in processed, packaged, or convenience foods a hallmark of urban dietary transition. Non-Food Items: Spending on non-food items in urban areas has skyrocketed: Clothing (14,265.23), Fuel & Light (10,539.08), and Other Non-Food Items (14,700.85) show massive increases, reflecting modernization, higher living standards, and diversified consumption.

The non-food sector outpaces food in terms of index growth, confirming a structural shift in urban spending toward energy, fashion, services, communication, and electronics.

Conclusions

Food consumption in Maharashtra is undergoing a significant transformation, with a clear shift from traditional cereal-based diets to more diverse, protein-rich, and processed food options. Urban households demonstrate a stronger inclination toward convenience and packaged foods, influenced by higher incomes, time constraints, and lifestyle changes. However, this has also led to growing health concerns such as obesity and diabetes. Rural households, while still grounded in traditional diets, are increasingly spending on dairy, meat, and packaged goods a sign of improving income levels and changing aspirations.

The share of non-food expenditure has surpassed that of food, highlighting improved access to services and consumer goods. This trend suggests rising consumption capacity and broader economic development. Despite these advancements, regional disparities, price volatility, and the nutritional quality of diets remain areas of concern, especially for lower-income and remote populations.

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