

Better For You Packaged Food in India

Market Direction | 2023-01-05 | 31 pages | Euromonitor

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Report description:

BFY packaged food caters to the rising demand for less harmful food products in the Indian market. According to Euromonitor International's Lifestyles Survey, consumers are now increasingly aware of the food they consume. The share of consumers reading the nutrition labels of food and beverages increased to over half of respondents in 2021, from less than half in 2020. They are therefore now more aware of the nutritional content of the foods they consume. In addition, the trend towards healthy f...

Euromonitor International's Better For You Packaged Food in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Better For You Packaged Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Reduced sugar ice cream gains traction in India

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