

## **Fortified/Functional Packaged Food in India**

Market Direction | 2023-01-05 | 32 pages | Euromonitor

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### **Report description:**

Due to significant cases of malnutrition in India, particularly in rural India, a number of government-run programmes have been established to address the nutrition and diet of children in rural India. As part of these programmes, the Food Safety and Standards Authority of India (FSSAI) brought into operation the Food Safety and Standard (Fortification of Foods) regulation in 2016, and is fortifying staples to address the problem of nutritional deficiency amongst the Indian population - for inst...

Euromonitor International's Fortified/Functional 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: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Fortified/Functional 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.

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