

## **Health and Wellness in India**

Market Direction | 2023-01-05 | 94 pages | Euromonitor

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### **Report description:**

In 2021, India did not have a nationwide lockdown, unlike in 2020. Most state governments in the country implemented localised lockdowns to curb the spread of COVID-19 during the second wave caused by the Delta variant. The restrictions enforced by the state governments were scattered and less severe than those seen in 2020. However, the lockdowns and resultant limitations on movement hampered the recovery of out-of-home consumption of food and beverages. The second wave started mid-March and co...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

- \* Get a detailed picture of the Health and Wellness 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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##### DISCLAIMER

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#### BETTER FOR YOU BEVERAGES IN INDIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Localised lockdowns overlap with the carbonates consumption season, hindering out-of-home sales of reduced sugar carbonates  
The adoption of sweeteners is low because artificial sweeteners dominate consumer choice  
Carbonates continue to see a steady decline in sugar content

##### PROSPECTS AND OPPORTUNITIES

Stakeholders in reduced sugar carbonates seek tax reduction

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Health issues such as obesity and diabetes represent huge potential for the category  
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Brands in other hot drinks use fortification and product line extension for life-stage nutrition and other specific needs

Most concentrates players, including the leader, Pioma Industries, change their formulations to fortify their products

Lack of outdoor events, particularly sports, prevents high per capita consumption of FF sports drinks

##### PROSPECTS AND OPPORTUNITIES

Caffeine concerns may limit the growth potential of FF energy drinks

Communication for concentrates will continue to be focused around functional references

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#### NATURALLY HEALTHY BEVERAGES IN INDIA

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New entrants extend chocolate-based flavoured powdered drinks, driving demand for NH other hot drinks

NH 100% juice is an area of opportunity; however, not without its own set of challenges

E-commerce comes to the rescue for NH bottled water companies previously targeting institutional sales

##### PROSPECTS AND OPPORTUNITIES

India has a severe malnutrition issue, which is a massive opportunity for brands operating in the NH other hot drinks space

Health awareness will be a crucial factor contributing to growth in post-pandemic India

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## KEY DATA FINDINGS

### 2021 DEVELOPMENTS

E-commerce, particularly D2C, is the preferred channel for organic tea amongst consumers

Inflation on agricultural commodities continues to hinder the potential of organic tea

Although organic fruit/vegetable juice remains dominated by organic nectars, the emergence of organic 100% juice brands is seen

### PROSPECTS AND OPPORTUNITIES

Darjeeling tea gardens face a host of external challenges, affecting their operations and output

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### CATEGORY DATA

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