

Naturally Healthy Packaged Food in India

Market Direction | 2023-01-05 | 29 pages | Euromonitor

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Report description:

The outbreak of the COVID-19 pandemic, which led to home seclusion, gave consumers time to reflect on their food choices and encouraged them to make healthier choices. In order to cater to the rising demand for healthier packaged food, manufacturers came up with products incorporating ancient ingredients such as millet, which are not only nutrition-dense, but are also locally sourced and sustainable. Ancient ingredients such as ragi, jowar (sorghum) and millet are increasingly being used to prod...

Euromonitor International's Naturally Healthy 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

- * Get a detailed picture of the Naturally Healthy 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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Euromonitor International
January 2023

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