

Savoury Snacks in India

Market Direction | 2023-10-16 | 24 pages | Euromonitor

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Report description:

According to Euromonitor International's Economies and Consumer data for India, the percentage of households with access to the internet has increased from 29.2% in 2019 to 45.3% in 2023. With greater access to the internet, there has been a marked increase in the number of Indians consuming at-home entertainment with a host of options of online streaming platforms such as Netflix, Amazon Prime Video, Disney Hotstar, and various local services.

Euromonitor International's Savoury Snacks in India report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

Why buy this report?

- * Get a detailed picture of the Savoury Snacks 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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Increase in at-home entertainment fuels binge watching and snacking sessions

Leading player PepsiCo leads innovation by launching products to create new snacking experiences

Happilo gains share and records dynamic growth by focusing on premium offerings

PROSPECTS AND OPPORTUNITIES

Players likely to make reformulation efforts by replacing or reducing key unhealthy ingredients

Competition set to intensify with the entry of D2C players

On-the-go consumption of savoury snacks is set maintain momentum with surge in mobility and travel

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