

Health and Wellness in India

Market Direction | 2023-11-07 | 61 pages | Euromonitor

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Report description:

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

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: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
January 2024

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW HOT DRINKS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hindustan Unilever Limited focuses on product line extensions through fortification and accessibility for its other hot drinks brands

Natural leads health and wellness hot drinks in 2022, with leading player Tata revamping its products to emphasise natural ingredients

Probiotic claim grows as consumers look for fortification

PROSPECTS AND OPPORTUNITIES

Darjeeling tea estates, a key contributor to organic tea in India, is facing existential challenges due to commodity pressures

Natural also likely to show most promise in health and wellness hot drinks, as consumers avoid overprocessed beverages

Lactose free expected to rise as consumers look for products for specific dietary requirements

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HW SOFT DRINKS IN INDIA

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2022 DEVELOPMENTS

The Coca-Cola Co focuses on brand extensions and distribution for its health and wellness products

As consumers look for products they believe can help maintain their health, natural leads health and wellness soft drinks in 2022

Rising demand for brain health and memory in health and wellness soft drinks, with Evian making a dynamic entrance

PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks is expected to increase, buoyed by local production of monk fruit

With consumers looking to fortified drinks to maintain their health, rising demand for good source of minerals is expected

Keto expected to see gains, as more consumers follow a specialised diet to boost their metabolism

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High fibre is in the lead in health and wellness snacks in 2022, due to attempts to address various health problems through diet

No allergens records growth within health and wellness snacks as consumers are more careful with their diet

PROSPECTS AND OPPORTUNITIES

Limit on fats, and colour code labelling on the front of packaging, if implemented, will aid healthy snacking

Gluten free shows promise within health and wellness snacks to 2027, as product availability is expanding

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Low fat holds the highest share in 2022, due to consumer concerns about health and actions by the government

Plant-based benefits from concerns over ingredients and nutrients in dairy products

PROSPECTS AND OPPORTUNITIES

Need for healthier yoghurt and sour milk products set to increase due to consumer desire to maintain gut health and general wellness

Demand for better for you products set to drive highest absolute growth for low fat in health and wellness dairy products and alternatives

Skin health set to see boost over the forecast period

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No allergens within health and wellness cooking ingredients and meals boosted by consumers paying closer attention to their diet

PROSPECTS AND OPPORTUNITIES

Health and wellness spreads set to gain traction, along with consumers' increasing interest and the focus on healthy foods

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Leading players expand their healthy portfolios in breakfast cereals, due to consumers' increased focus on and interest in nutrition

Vegetarian holds first place within health and wellness staple foods in 2022, thanks to the strength of vegetarian rice

Cardiovascular health performs well within health and wellness staple foods in 2022 as a new ruling limits fat consumption

PROSPECTS AND OPPORTUNITIES

With the implementation of new regulatory standards for basmati rice, genuine, authentic quality will be guaranteed, boosting consumer confidence

Vegetarian also likely to show most promise in health and wellness staple foods during the forecast period as consumers turn to a healthier diet

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With consumers seeking specific health benefits, digestive health will be one to watch

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