

## **HW Cooking Ingredients and Meals in India**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

In recent years there was a rise of adulteration practices, in terms of replacing mustard oil with poor-quality oils in multi-source edible oils, with the intent to reduce costs. It was relatively easy to mix lower-quality oils, as they would not show up due to the colour and high pungency level of mustard oil, making it challenging to identify. Mustard oil has always been considered a premium oil, as it offers high nutritional value and contains omega 3 and 6 fatty acids. Furthermore, it contains...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

A recent change in regulation regarding multi-source edible oils creates value and assurance for consumers

Health and animal welfare concerns ensure vegetarian holds first place within health and wellness cooking ingredients and meals in 2022

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

Vegetarian set to grow within health and wellness cooking ingredients and meals as the consumer base rises

Bone and joint health will be one to watch as consumers look for health benefits

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