

## **HW Snacks in India**

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

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### **Report description:**

In India, obesity has been on the rise for the last few years. According to the National Family Health Survey (NFHS-5), about 6.4% of women and 4.0% of men aged between 15-49 are obese, considering a standard BMI (Body Mass Index) of more than 30. The findings further indicate that around 17.6% of women and 18.8% of men in the same age group are overweight. With obesity on the rise, consumers are looking to consume healthier snacks. To capture this growing need for more nutritious snacks, one of...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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HW Snacks in India  
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January 2024

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### **HW SNACKS IN INDIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Britannia launches nutrient-rich cookies, further expanding its portfolio of health and wellness cookies

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

Skin health set to see growth as consumers look for health benefits

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Overview

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