

## **Health and Wellness in India**

Market Direction | 2024-08-13 | 69 pages | Euromonitor

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### **Report description:**

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

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 2019-2023, 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 2028 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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DISCLAIMER

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2023 DEVELOPMENTS

Immune support leads health and wellness hot drinks in 2023 as parents look to reinforce their children's immune system

Natural continues to grow in health and wellness hot drinks, as consumers avoid overprocessed beverages

Good source of vitamins claim grows as consumers look for fortification

PROSPECTS AND OPPORTUNITIES

Even sugar reduction may not be enough to drive growth in low/no/no added sugar other hot drinks, due to bad press

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

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Players respond to consumer demand for sugar reduction

As consumers look for soft drinks to help them in their busy lives, energy boosting leads health and wellness soft drinks in 2023

Consumers continue to turn to natural products as they are regarded as better for their health

PROSPECTS AND OPPORTUNITIES

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Adoption of natural sweeteners across soft drinks expected to increase, buoyed by local production of monk fruit  
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##### 2023 DEVELOPMENTS

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High fibre has high sales in health and wellness snacks in 2023, due to attempts to address various health problems through diet

Fortified/functional claims record growth as consumers are keen to maintain their health through the addition of beneficial ingredients

##### PROSPECTS AND OPPORTUNITIES

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Amul is active in the high protein space, which helps drive growth

Good source of vitamins and minerals boosted by the desire for a strong metabolism

##### PROSPECTS AND OPPORTUNITIES

Probiotic set to increase as a health claim due to consumers' desire to maintain gut health and general wellness

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

No sugar and no added sugar set to see a 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

Fortified/functional health claims set to gain traction, along with increasing consumer interest and the focus on healthy foods

Vegetarian, vegan and plant-based set to grow within health and wellness cooking ingredients and meals as the consumer base rises

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### KEY DATA FINDINGS

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Fortified/functional products are increasingly popular due to consumers' increased focus on and interest in nutrition

High fibre leads health and wellness staple foods in 2023, thanks to the desire for good digestive health

With new regulatory standards for basmati rice, quality is guaranteed, boosting consumer confidence in purchasing

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## PROSPECTS AND OPPORTUNITIES

Vegetarian set to see growth within health and wellness staple foods in 2023, thanks to the strength of vegetarian cakes  
Cardiovascular health performs well within health and wellness staple foods in 2023, as an FSSAI ruling limits trans-fat consumption

With labelling changes and consumers seeking better for you products, low sugar will be one to watch

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