

HW Snacks in India

Market Direction | 2024-08-13 | 15 pages | Euromonitor

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Report description:

Although the pandemic is over, it has had a lasting impact on consumers' perceptions of food, with the health and wellness trend continuing to rise within snacks in India, and many health and wellness claims seeing increases in consumption as a result. Consumers are examining their diet more closely in connection with specific health concerns, and have started to be more selective about products they choose according to the ingredients and nutrients they contain. This has benefited alternatives...

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 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 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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegetarian accounts for the highest sales within health and wellness snacks in 2023 due to health and animal welfare concerns

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

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

Sugar reduction will become increasingly important as consumer awareness rises

Low fat set to see growth as consumers look for better for you products

CATEGORY DATA

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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