

## **HW Staple Foods in India**

Market Direction | 2024-08-13 | 16 pages | Euromonitor

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### **Report description:**

With a greater focus on health and nutrition in India, an increasing number of consumers are looking for nutritional value in the foods they consume. This is leading to demand for staple foods that offer something extra, such as fortification, or the addition of functional ingredients. However, with increasingly busy lives, staple foods also need to be convenient. For instance, traditionally, an Indian breakfast generally consisted of cooked food such as idli, dosa, paratha, and upma. However, t...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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 Staple Foods 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 Staple Foods in India  
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**HW STAPLE FOODS IN INDIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

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

**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

**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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