

## Snacks in India

Market Direction | 2024-10-22 | 75 pages | Euromonitor

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### Report description:

After seeing dynamic double-digit retail current value growth in 2022, snacks in India witnessed a slowdown in growth in 2023, and this trend is set to continue in 2024. Due to uncertain job market conditions, coupled with unseasonal rains, consumers have become very cautious about their spending, impacting the growth of major snacks categories. In 2023, India witnessed an increase in the unemployment rate, which is a rare phenomenon. Coupled with that, the country also saw a slowdown in the gro...

Euromonitor International's Snacks in India report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Nuts, seeds and trail mixes benefits from a healthier perception and wider product variety

Quick commerce benefits retail e-commerce, whilst small local grocers continues to dominate savoury snacks

#### PROSPECTS AND OPPORTUNITIES

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