

India Healthy Snacks Market Assessment, By Product Type [Dried Fruits, Nuts and Seeds, Bakery, Confectionery, Dairy, Others], By Claim [Gluten-Free, Low/No Sugar, Low/No Fat, Others], By Packaging Type [Bags and Pouches, Boxes, Cans, Jars, Others], By Distribution Channel [Supermarkets and Hypermarkets, Departmental/Convenience Stores, Online, Others], By Region, Opportunities, and Forecast, FY2018-FY2032F

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Report description:

India healthy snacks market was estimated to be worth USD 2.67 billion in FY2024. The market is expected to reach USD 4.95 billion by FY2032F, growing at a CAGR of 8.03% for the forecast period between FY2025 and FY2032.

The Indian healthy snacks market is booming due to transforming consumer preferences and lifestyles. Major trends include demand for natural, organic, vegan, and gluten-free products. Health-conscious consumers are gradually adopting such diets for more convenient options. Urbanization and increased disposable incomes add to this, as people are busy and prefer ready-to-eat snacks. The rise of lifestyle diseases has fueled the adoption of healthy snacking options. According to the World Health Organization (WHO), an estimated 77 million adults over the age of 18 in India have type 2 diabetes, and almost 25 million are prediabetics, meaning they have a higher chance of getting the disease soon. Over 50% of people are not aware that they have diabetes, which can cause health issues if it is not identified and treated on time.

Packaging has become more convenient and sustainable with technological innovations, and pouch packaging is among the preferred options due to its ease of handling. The growth of e-commerce technology has shifted the dynamics of the marketplace, enabling brands to sell to a wider audience and cater to the fast-growing population of consumers who shop online. Food processing technologies are enabling manufacturers to deliver healthier snack alternatives that retain flavor and nutritive factors.

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As the market continues to evolve, companies use product differentiation and transparency to meet the demands of a diverse consumer base, positioning themselves for sustained growth in the anticipated period. Companies build food additives to deliver healthy snacking options to the Indian audience.

For instance, in January 2023, Nestle India expanded its Health Science portfolio with the launch of ThickenUp Clear for patients with swallowing difficulties under its Health Science portfolio. The product can be administered to those experiencing challenges in swallowing, clinically known as dysphagia due to conditions such as head and neck cancer, stroke, and Parkinson's Disease, among others.

Rising Health Consciousness and Changing Consumer Lifestyles are Fueling the Market Growth

A major growth driver for the health snacks market in India is increasing health and wellness awareness among consumers. With rising instances of lifestyle diseases, people are more conscious about their dietary habits and are inclined toward snacks that enhance well-being. The concept of cleaner eating is leading snack producers to take an innovative approach to designing healthy yet tasty products.

Urbanization and dynamic lifestyles also fuel the nation's demand for healthy snacks. With an increasing number of people pursuing active lifestyles, there is a rising preference for snacks that include nuts, seeds, and other ready-to-eat raw food items. The COVID-19 pandemic further boosted the trend, making consumers more inclined to support immunity-boosting and health-enhancing snacks. Companies also target Indian customers with Indianized flavors and herbs.

For instance, in November 2024, Origin Nutrition Private Limited launched high-protein popped pea chips to target the Indian healthy snacking market. The product is launched in three flavors, including the unique Pudina (mint) chutney, Sour cream and onion, and Tomato.

Influence of Western Eating Habits and Expanded Retail Channels to Propel Market Growth

Adopting western eating habits among the younger population is reshaping the Indian snacking landscape. This demographic shift has led to a greater demand for diverse snack options, including protein bars, energy bars, and other functional foods. It influences a major set of customers towards a healthier alternative food path, which means driving manufacturers to innovate products in which the health preferring customers keep traditional flavors intact.

Such retail channels - particularly visitors who are surfing the internet - will greatly enable easy access to healthy snacks for a wide range of populations. Higher internet penetration propelled e-commerce as millions more are now emerging as online shoppers in India. All this offers opportunities for consumers from Tier-2 and Tier-3 cities to access better varieties of healthy snacks, thus contributing to further growth in the market. Enhanced distribution networks and logistics are making it easier for brands to reach health-conscious consumers nationwide. Companies are offering concepts like wafers, protein, and plant-based bars to the Indian end-users.

For instance, in November 2024, Elite Mindset Private Limited (SuperYou) launched a protein wafer bar, claiming it to be India's first. The brand wants to give Indian consumers of all ages a healthy and practical snack choice by utilizing cutting-edge fermented yeast protein technology.

Dried Fruits, Nuts, and Seeds Segment Holds the Largest Market Share

Based on type, the dried fruits, nuts, and seeds segment leads in the market due to high nutritional value, cultural acceptance, and convenience. Traditional Indian diets often include nuts and seeds, which are considered healthy and nutritious. Such cultural familiarity enhances the acceptance and popularity of nut mixtures and packaged seeds. These snacks can be taken on the go, making them suitable for people with busy lifestyles. They already fit easily among other diets, including vegetarian and vegan, which are all booming in India. These snacks are also inherently nutritious, packing high fiber, protein, and healthy fat content. This fits in well with the rising health consciousness amongst Indian consumers who are now looking for snacks supporting their wellness goals. Market players around the world focus on expanding this segment in India to increase sales.

In February 2024, Turkish Dried Fruits launched in India through a dedicated campaign by the Turkish Dried Fruits Sectoral Board (TDFSB). The grand unveiling happened at the MEWA India 2025 trade show in Mumbai in collaboration with the Nuts and Dry Fruits Council of India (NDFCI). This launch introduced Indian consumers to premium Turkish dried fruits such as figs, apricots, sultanas, and pistachios, ideal for snacking, cooking, and garnishing, enhancing both flavor and nutrition in various dishes.

Future Market Scenario (FY2025-FY2032F)

- Companies are likely to leverage Artificial Intelligence (AI) to enhance procurement, processing, and distribution processes,

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improving efficiency and customer engagement.

-□The accelerated adoption of online platforms is expected to reshape distribution channels, allowing for broader reach and convenience in purchasing healthy snacks.

-□Brands are anticipated to adopt eco-friendly packaging solutions using biodegradable materials to address environmental concerns and appeal to environmentally conscious consumers.

Key Players Landscape and Outlook

In the competitive landscape of the Indian healthy snacks market, companies are employing strategic approaches to differentiate themselves and capture market share. A crucial competition strategy involves emphasizing flavor and nutrition, ensuring that products taste good and offer significant health benefits. Brands are focusing on using clean, minimally processed ingredients and highlighting hero ingredients like nuts, seeds, or berries to create memorable product experiences. Additionally, transparency in labeling and credibility in health claims are becoming essential to build trust with health-conscious consumers. The rise of online platforms has also changed the dynamics, allowing brands to leverage digital marketing to reach a wider audience and provide detailed product information, which helps consumers make informed choices.

For instance, in September 2024, Tata Soulfull (Tata Consumer Products Limited) announced the launch of 'Tata Soulfull Masala Muesli'. In order to offer a healthy, delectable, reasonably priced, and distinctively Indian breakfast and snack choice, this creative product line is a daring step in giving the standard muesli category a distinctive savory twist. The product comes in two flavors □ "Mast Masala" and "Teekha Twist," aiming to reinvent the cereal experience.

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