

Savoury Snacks in India

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increase in at-home entertainment fuels binge watching and snacking sessions
Leading player PepsiCo leads innovation by launching products to create new snacking experiences
Happilo gains share and records dynamic growth by focusing on premium offerings

PROSPECTS AND OPPORTUNITIES

Players likely to make reformulation efforts by replacing or reducing key unhealthy ingredients
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On-the-go consumption of savoury snacks is set maintain momentum with surge in mobility and travel

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