

HW Snacks in India

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Britannia launches nutrient-rich cookies, further expanding its portfolio of health and wellness cookies

High fibre is in the lead in health and wellness snacks in 2022, due to attempts to address various health problems through diet

No allergens records growth within health and wellness snacks as consumers are more careful with their diet

PROSPECTS AND OPPORTUNITIES

Limit on fats, and colour code labelling on the front of packaging, if implemented, will aid healthy snacking

Gluten free shows promise within health and wellness snacks to 2027, as product availability is expanding

Skin health set to see growth as consumers look for health benefits

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Overview

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