



Euromonitor  
International

# Health and Wellness in India

August 2024

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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

## HW Hot Drinks in India

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Immune support leads health and wellness hot drinks in 2023 as parents look to reinforce their children's immune system  
Natural continues to grow in health and wellness hot drinks, as consumers avoid overprocessed beverages  
Good source of vitamins claim grows as consumers look for fortification

#### PROSPECTS AND OPPORTUNITIES

Even sugar reduction may not be enough to drive growth in low/no/no added sugar other hot drinks, due to bad press  
Lactose free expected to rise as consumers look for products for specific dietary requirements  
No caffeine set to grow as more consumers look to improve their sleep quality

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Players respond to consumer demand for sugar reduction  
As consumers look for soft drinks to help them in their busy lives, energy boosting leads health and wellness soft drinks in 2023  
Consumers continue to turn to natural products as they are regarded as better for their health

#### PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks expected to increase, buoyed by local production of monk fruit  
With consumers looking to fortified/functional drinks to maintain their health, rising demand for good source of vitamins and minerals is expected  
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Vegetarian accounts for the highest sales within health and wellness snacks in 2023 due to health and animal welfare concerns

High fibre has high sales in health and wellness snacks in 2023, due to attempts to address various health problems through diet

Fortified/functional claims record growth as consumers are keen to maintain their health through the addition of beneficial ingredients

#### PROSPECTS AND OPPORTUNITIES

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

Sugar reduction will become increasingly important as consumer awareness rises

Low fat set to see growth as consumers look for better for you products

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#### 2023 DEVELOPMENTS

Low fat holds the highest share in health and wellness dairy products and alternatives 2023, due to consumers' health concerns

Amul is active in the high protein space, which helps drive growth

Good source of vitamins and minerals boosted by the desire for a strong metabolism

#### PROSPECTS AND OPPORTUNITIES

Probiotic set to increase as a health claim due to consumers' desire to maintain gut health and general wellness

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Natural remains a popular health and wellness claim as consumers are concerned about overprocessed foods

No allergens within health and wellness cooking ingredients and meals boosted by consumers paying closer attention to their diet

#### PROSPECTS AND OPPORTUNITIES

Fortified/functional health claims set to gain traction, along with increasing consumer interest and the focus on healthy foods

Vegetarian, vegan and plant-based set to grow within health and wellness cooking ingredients and meals as the consumer base rises

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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

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