



Savoury Snacks in India

October 2024

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Savoury Snacks in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Amplified focus on health and wellness drives demand for healthier variants of savoury snacks

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

Healthy and traditional ingredients expected to gain further prominence

Greater traction of newer brands and increasing quick commerce penetration set to intensify the competition

Steady growth set to be driven by healthier variants, habit persistence, and increasing consumption occasions

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