



Euromonitor
International

Savoury Snacks in India

October 2024

Table of Contents

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

CATEGORY DATA

- Summary 1 - Other Savoury Snacks by Product Type: 2024
- Table 1 - Sales of Savoury Snacks by Category: Volume 2019-2024
- Table 2 - Sales of Savoury Snacks by Category: Value 2019-2024
- Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
- Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
- Table 7 - Distribution of Savoury Snacks by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
- Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Snacks in India - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 12 - Sales of Snacks by Category: Volume 2019-2024
- Table 13 - Sales of Snacks by Category: Value 2019-2024
- Table 14 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 17 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 18 - Penetration of Private Label by Category: % Value 2019-2024
- Table 19 - Distribution of Snacks by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

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