



Euromonitor
International

HW Snacks in India

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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