



HW Staple Foods in India

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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

CATEGORY DATA

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

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

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

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

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

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

Table 9 - Forecast Sales of Staple Foods 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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