

Health and Wellness in India

November 2023

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in India

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hindustan Unilever Limited focuses on product line extensions through fortification and accessibility for its other hot drinks brands
Natural leads health and wellness hot drinks in 2022, with leading player Tata revamping its products to emphasise natural ingredients
Probiotic claim grows as consumers look for fortification

PROSPECTS AND OPPORTUNITIES

Darjeeling tea estates, a key contributor to organic tea in India, is facing existential challenges due to commodity pressures
Natural also likely to show most promise in health and wellness hot drinks, as consumers avoid overprocessed beverages
Lactose free expected to rise as consumers look for products for specific dietary requirements

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The Coca-Cola Co focuses on brand extensions and distribution for its health and wellness products
As consumers look for products they believe can help maintain their health, natural leads health and wellness soft drinks in 2022
Rising demand for brain health and memory in health and wellness soft drinks, with Evian making a dynamic entrance

PROSPECTS AND OPPORTUNITIES

Adoption of natural sweeteners across soft drinks is expected to increase, buoyed by local production of monk fruit
With consumers looking to fortified drinks to maintain their health, rising demand for good source of minerals is expected
Keto expected to see gains, as more consumers follow a specialised diet to boost their metabolism

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High fibre is in the lead in health and wellness snacks in 2022, due to attempts to address various health problems through diet

No allergens records growth within health and wellness snacks as consumers are more careful with their diet

PROSPECTS AND OPPORTUNITIES

Limit on fats, and colour code labelling on the front of packaging, if implemented, will aid healthy snacking

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Low fat holds the highest share in 2022, due to consumer concerns about health and actions by the government

Plant-based benefits from concerns over ingredients and nutrients in dairy products

PROSPECTS AND OPPORTUNITIES

Need for healthier yoghurt and sour milk products set to increase due to consumer desire to maintain gut health and general wellness

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Health and animal welfare concerns ensure vegetarian holds first place within health and wellness cooking ingredients and meals in 2022

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

PROSPECTS AND OPPORTUNITIES

Health and wellness spreads set to gain traction, along with consumers' increasing interest and the focus on healthy foods

Vegetarian set to grow within health and wellness cooking ingredients and meals as the consumer base rises

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Leading players expand their healthy portfolios in breakfast cereals, due to consumers' increased focus on and interest in nutrition

Vegetarian holds first place within health and wellness staple foods in 2022, thanks to the strength of vegetarian rice

Cardiovascular health performs well within health and wellness staple foods in 2022 as a new ruling limits fat consumption

PROSPECTS AND OPPORTUNITIES

With the implementation of new regulatory standards for basmati rice, genuine, authentic quality will be guaranteed, boosting consumer confidence

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