

# HW Snacks in India

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Britannia launches nutrient-rich cookies, further expanding its portfolio of health and wellness cookies

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

Gluten free shows promise within health and wellness snacks to 2027, as product availability is expanding

Skin health set to see growth as consumers look for health benefits

#### CATEGORY DATA

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### Health and Wellness in India - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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