



# HW Staple Foods in India

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

Vegetarian also likely to show most promise in health and wellness staple foods during the forecast period as consumers turn to a healthier diet

With consumers seeking specific health benefits, digestive health will be one to watch

#### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

### Health and Wellness in India - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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