

HW Staple Foods in India

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Abstracts

Traditionally, an Indian breakfast generally consisted of cooked food such as idli, dosa, paratha, and upma. However, in the past few years, with increasingly hectic lifestyles, urban consumers have been pressed for time, and consumers have looked towards breakfast cereals as a quick breakfast option. With a greater focus on health and nutrition since COVID-19, consumers are looking for nutritional value in breakfast cereals. Seeds such as chia, flax, and pumpkin have therefore gained prominence...

Euromonitor International's HW Staple Foods in India report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Staple Foods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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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

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

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HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Overview

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