

Naturally Healthy Packaged Food in India

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Abstracts

The outbreak of the COVID-19 pandemic, which led to home seclusion, gave consumers time to reflect on their food choices and encouraged them to make healthier choices. In order to cater to the rising demand for healthier packaged food, manufacturers came up with products incorporating ancient ingredients such as millet, which are not only nutrition-dense, but are also locally sourced and sustainable. Ancient ingredients such as ragi, jowar (sorghum) and millet are increasingly being used to prod...

Euromonitor International's Naturally Healthy Packaged Food 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: NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged Food 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.

Contents

NATURALLY HEALTHY PACKAGED FOOD IN INDIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Ancient ingredients on the rise

Rising awareness amongst consumers

Sales of NH snacks on the rise, boosted by the pandemic

PROSPECTS AND OPPORTUNITIES

Growth in NH packaged food to be led by NH rice

Incorporation of NH packaged food in daily diets instead of occasional consumption

NH packaged food to include other categories

CATEGORY DATA

Table 1 Sales of NH Packaged Food by Category: Value 2016-2021

Table 2 Sales of NH Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of NH Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of NH Packaged Food: % Value 2018-2021

Table 5 Distribution of NH Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of NH Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN INDIA

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth
2021-2026

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SOURCES

Summary 1 Research Sources

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