

# Uncovering Indian Cities: Consumers' Preference Towards Packaged Foods

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## Abstracts

The briefing explores consumer preferences when shopping for packaged foods across 14 key Indian cities. While tier 1 cities continue to remain strategically important and priority markets for leading companies, food companies must explore growing opportunities in the tier 2 cities as adoption of different packaged food categories increases. The briefing also highlights the growing opportunities in health and wellness space which is creating an opportunity for brands to premiumise offerings.

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Euromonitor International's Uncovering Indian Cities: Consumers' Preference Towards Packaged Foods global briefing provides a comprehensive overview of the Snacks market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2026, clearly indicating how the market is expected to change.

**Product coverage:** Confectionery, Ice Cream and Frozen Desserts, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

## Why buy this report?

Get a detailed picture of the Snacks 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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Preferred Health Attributes Across Cities  
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