



Euromonitor
International

HW Snacks in India

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heathier snacks are resonating with consumers

INDUSTRY PERFORMANCE

Transparency is of greater importance to consumers
High fibre claims gain traction in sweet biscuits
Gluten free is also a leading claim

WHAT'S NEXT

Local players will target needs of health-conscious consumers
High fibre is high on list of required nutrients
Promising outlook for gluten free snacks

CATEGORY DATA

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in India - Industry Overview

EXECUTIVE SUMMARY

Growing consumer interest is transforming the health and wellness industry

INDUSTRY PERFORMANCE

Health claims rise in response to concerns
Labelling regulations have wide-ranging impact

WHAT'S NEXT

Health and wellness to remain in the spotlight

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-snacks-in-india/report.