



Euromonitor
International

HW Cooking Ingredients and Meals in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stronger focus on health and wellness claims to build consumer trust

INDUSTRY PERFORMANCE

Health claims become more vital to the category
Vegetarian is one of the largest claims in cooking ingredients and meals
Natural claims rise to gain consumer trust

WHAT'S NEXT

Strong focus on health claims to rebuild consumer trust
Vegetarian expected to perform well as veganism also rises in the country
Natural claim to remain prominent

CATEGORY DATA

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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

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