



HW Staple Foods in India

January 2026

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2024 DEVELOPMENTS

High fibre claims lead in staple foods

INDUSTRY PERFORMANCE

New food labelling standards
Players embrace millets to support high fibre claims
Vegetarian claims are also widespread

WHAT'S NEXT

Rising demand for healthier staple foods
Vegetarian claims will remain widespread
High fibre shows modest outlook

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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