



Euromonitor
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Health and Wellness in India

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Table of Contents

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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HW Hot Drinks in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Other hot drinks come under pressure

INDUSTRY PERFORMANCE

Traditional 'health drinks' face challenges
Natural is one of the largest claims in tea
Vegetarian is among the largest claims within hot drinks

WHAT'S NEXT

Premiumisation trend reflects development of health and wellness claims
Brands of other hot drinks introduce low sugar claims
Vegetarian hot drinks to post strong growth

CATEGORY DATA

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

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HW Soft Drinks in India

KEY DATA FINDINGS

2024 DEVELOPMENTS

Variety of health claims are evident in soft drinks

INDUSTRY PERFORMANCE

Legislative changes to juice labelling impacts claims
Good source of minerals gains traction in energy and sports drinks
Better for you claims gain traction in soft drinks

WHAT'S NEXT

Rising obesity and health concerns are prompting closer scrutiny of ingredients

Natural trend is set to gain traction in carbonates

Players aim to make functional/fortified sports drinks more widely accessible

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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[HW Snacks in India](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthier 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 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Dairy Products and Alternatives in India](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong developments in health and wellness claims

INDUSTRY PERFORMANCE

Health-focused consumers pay closer scrutiny to labels

Low fat is one of the biggest claims

High protein claims enjoy strong growth

WHAT'S NEXT

Bright outlook for dairy products and alternatives

Low fat claims have room for further growth

Dairy producers to expand range of high protein products

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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[HW Cooking Ingredients and Meals in India](#)

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

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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HW Staple Foods in India

KEY DATA FINDINGS

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

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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