



HW Snacks in India

January 2026

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HW Snacks in India - Category analysis

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

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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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