



HW Cooking Ingredients and Meals in India

January 2026

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HW Cooking Ingredients and Meals in India - Category analysis

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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