



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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-cooking-ingredients-and-meals-in-india/report](http://www.euromonitor.com/hw-cooking-ingredients-and-meals-in-india/report).