

HEALTHY SNACKS MARKET ANALYSIS

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Healthy Snacking on the rise

- As health consciousness rises, India's healthy snack market is experiencing explosive growth. This analysis dives deep into the trends, drivers, and opportunities within this exciting sector.
- The Indian snacking scene is undergoing a transformation! Forget unhealthy indulgences - today's Indian consumers prioritize wellness. Busy professionals reach for protein bars, while families enjoy wholesome mixed nuts during movie nights. This trend towards healthy snacking is fueling the explosive growth of the Indian Healthy Snacks Market. This presentation delves into this dynamic market, exploring its size, the factors driving its expansion, and the potential it holds for both businesses and health-conscious consumers.

As more people are aware of the health affects of unhealthy and tasty junk food. Large number of People are now opting for good quality and healthy snack options. There is a rise of people who are consious of their health.

FACTORS:

- low grade high calories food
- rise in health issues
- Awareness

LABEL PADHEGA INDIA Movement INFLUENCER - Dr Pal

- low grade high calories food affecting health
- rise in health issues
- Awareness



SWOT ANALYSIS

5

Strength

- Growing health consciousness
- Variety of Products
- Product Innovation
- Affordable Products

Weakness

- Misleading marketing
- Low reach
- Shelf-life
- Competition



Opportunity

- Expanding distribution channels
- Targeting specific consumer segments
- Sustainability Focus
- Customized Products

Threat

- Government Regulation
- Fluctuations in raw material prices
- High Competition
- Negative Brand Image

Key Players

- Bikaji Foods
- Epigamia
- Haldiram's
- Happilo
- Pintola

Emerging Players

- Snackible
- Farmley
- Taali
- OpenSecret
- True Elements

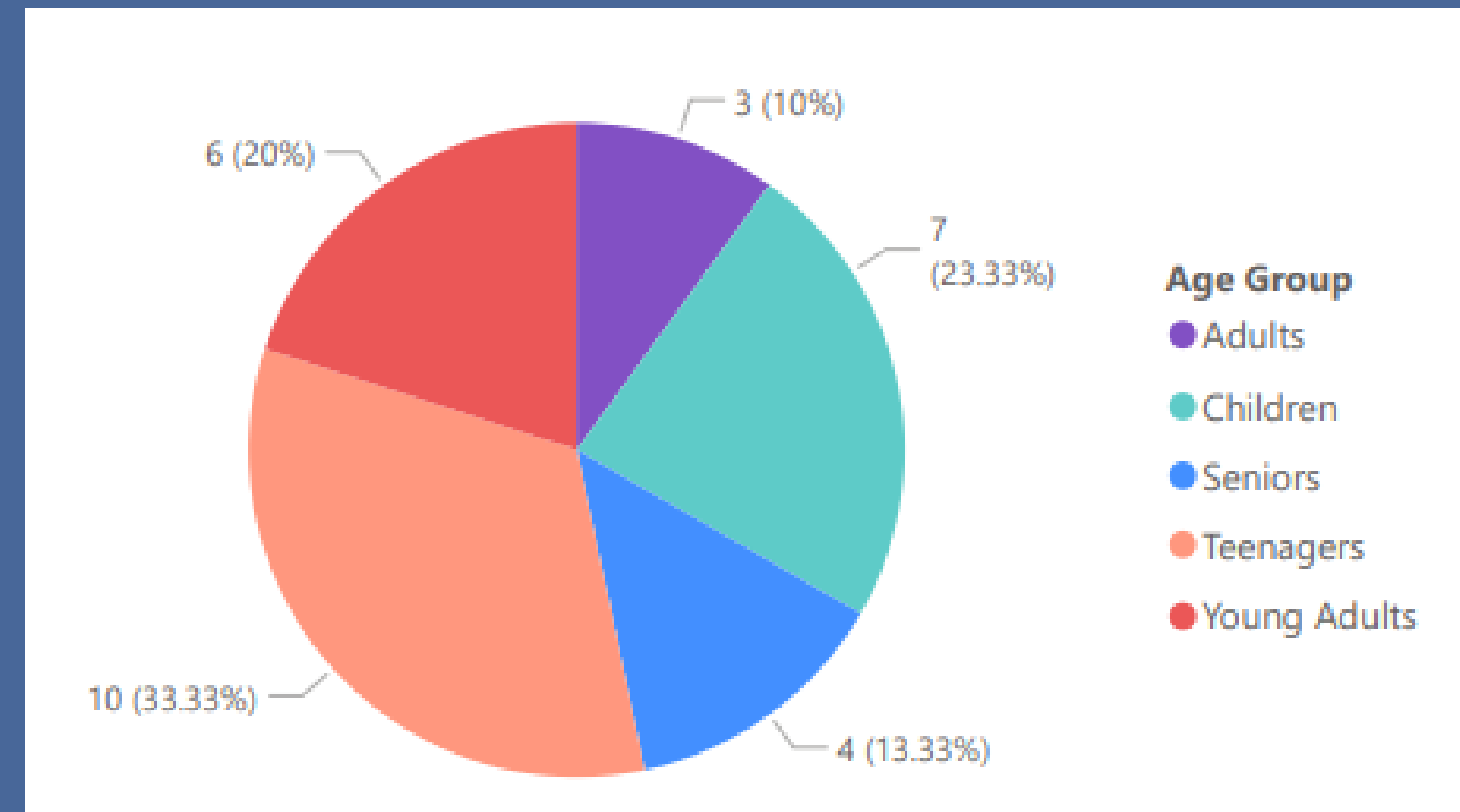


Market Trends

- | Convenience and Portability
- | Demand for Plant-Based Snacks
- | Flavor Innovation
- | Focus on Functionality
- | Health Consious Choices
- | Premiumization
- | Rise of Clean Label Products
- | Subscription Services
- | Sugar and Salt Reduction
- | Sustainability

Market Segmentation

- Age Group
- LifeStyle
- Benefit Sought
- Snacking Occasion
- Preference Product



The Future of Healthy Snacking in India

- Personalization & Customization
- Technological Advancement
- Ethical Sourcing and Sustainability
- Focus on Functionality
- Evolving Distribution Channel

THANK
YOU

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We are
WHAT
We eat!