



Passport

Snacks in India

Euromonitor International

August 2022

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SNACKS IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

For the snacks industry in India, 2022 has been a difficult year for manufacturers in terms of increasing sales and maintaining operating profit. With the Russian invasion of Ukraine, inflation has increased globally, which has in turn dented private consumption. Retail current value growth in 2022 is expected to be driven mainly by increases in unit prices, with retail volume growth slowing. According to Euromonitor International estimates, inflation is approaching 7% in India in 2022, which has driven up the unit prices of snacks. The war in Ukraine has also caused a shortage of sunflower oil, which has led snacks manufacturers to resort to using palm oil. The rising demand for palm oil and other edible oils has also led to increases in their unit prices. Consumers did foresee increases in prices, leading them to stock up in the first half of the year for fear of price rises. Apart from the cost of ingredients, there have also been increases in packaging costs, freight costs and manpower costs.

Considering rises in prices which are not proportionate to the rise in per capita income, consumers are trading down to cheaper alternatives, unpackaged food products, or trading down to smaller pack sizes. Also in 2022, COVID-19-led restrictions have eased, which has led to more out-of-home consumption occasions, with foodservice operations returning to normal. All these factors in conjunction are limiting the growth of snacks in retail in 2022. Due to rising inflation, rural demand for snacks has also declined in 2022. In order to cater to consumers' demands, manufacturers are also introducing more value-sized products. Due to this shift in purchasing behaviour, whilst mass products have not suffered as much, sales of premium products are stagnating.

Key trends in 2022

In the last few years, there has been a rise in the number of health-conscious consumers, partly due to COVID-19. People are now more conscious of what they consume in terms of ingredients, calorie count, sustainability, and quality. In response, manufacturers are in turn having to be more mindful of their manufacturing processes, as the quality of products is a strict criterion for consumption. Nutrition labels are also being read more carefully by consumers. According to Euromonitor's Lifestyles Survey, more than two thirds of respondents are looking for healthy ingredients in food and beverages in 2022, and half of respondents closely read the labels of food and beverages in India. Witnessing the demand for healthier packaged food items, manufacturers are launching millet-based, non-fried, and low calorie snacks. For example, Urban Platter's Millet Sticks, Munch Fit Millet roasted snacks, TruMillets and Mighty Millets bars are gaining popularity in the Indian market.

Competitive landscape

In 2022, due to rising inflation, the companies which have been able to optimise their costs and strengthen their distribution networks have performed well in India. Bigger brands such as Parle, Britannia and Sunfeast, which have high brand recall, have been able to maintain their leading positions due to sustained demand, while smaller brands and start-ups have relied mainly on the e-commerce channel for their sales.

Introducing new products that resonate with value-conscious and middle-income customers has also been a crucial strategy for key players. Mass player Britannia Industries introduced Marie Gold Jeera to cater to regional customers in South India, ITC launched Sunfeast All Rounder, PepsiCo launched new Lays in chilli flavours, and Mondelez introduced Oreo Double Stuff, to target mass consumers in India. While mass manufacturers have leveraged regional flavours to gain share, the importance of healthy ingredients such as millet also continues to be a growing option to attract consumers. Regional manufacturers and start-ups such as Happilo, Paper Boat and Terra have introduced snacks made of millet, processed vegetables and other healthy ingredients.

Channel developments

In 2022, store-based retailing continues to be the dominant distribution channel in the Indian market. Modern grocery channels such as supermarkets, hypermarkets and convenience stores are set to continue growing in 2022, because of the offers they pass on to their customers. Customers are able to take advantage of cashback, discounts, offers such as buy-one-get-one-free, and use their credit cards at modern grocery retailers, which makes it convenient for them to shop in such outlets. These stores have also expanded their footprint across tier-2 and tier-3 cities in India, thus engaging more customers. Meanwhile, small local grocers are set to lose share in 2022, although this channel will remain dominant.

Nevertheless, e-commerce is set to continue to grow within snacks in 2022, due to prompt delivery services and various offers. Although growth in e-commerce tends to be limited to tier-1 cities in India, the entry of bigger players, such as Reliance through JioMart, Tata through BigBasket, and Amazon Fresh, has also increased penetration in tier-2 markets. In urban areas, the quick delivery services provided by Swiggy, Instamart, Zepto, Fraazo, etc. have made ordering through e-commerce apps quicker and easier.

What next for snacks?

Favourable socioeconomic factors are expected to increase the affordability of packaged food in the forecast years, leading to the higher growth of the organised market than the unorganised market. Whilst consumers in India will continue to be mindful of what they are eating in terms of calorie count, origin of ingredients and nutritional labels, out-of-home consumption occasions are expected to rise, as consumers are likely to lead increasingly hectic lifestyles. In the forecast period, with the end of the pandemic, normal activities such as travelling, and commuting to and from the office, will resume, and alongside, so will the demand for snacks.

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

	2017	2018	2019	2020	2021	2022
Confectionery ('000 tonnes)	440.4	454.1	464.2	455.1	478.3	494.4
Ice Cream (million litres)	566.0	640.3	721.9	394.4	416.3	483.1
Savoury Snacks ('000 tonnes)	1,009.0	1,102.5	1,209.1	1,272.7	1,365.6	1,457.9
Sweet Biscuits, Snack Bars and Fruit Snacks ('000 tonnes)	2,203.5	2,280.0	2,300.3	2,454.2	2,506.9	2,528.4
Snacks (Not calculable)	-	-	-	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Snacks by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
Confectionery	197,814.4	213,864.7	229,122.5	233,512.8	259,655.9	284,509.4
Ice Cream	117,801.7	138,685.0	162,522.1	92,040.6	100,234.4	122,484.3
Savoury Snacks	295,306.0	337,910.0	386,707.3	422,302.1	456,486.8	477,619.6
Sweet Biscuits, Snack Bars and Fruit Snacks	325,707.0	358,516.1	386,452.1	432,971.1	466,525.1	485,607.8
Snacks	936,629.1	1,048,975.8	1,164,803.9	1,180,826.6	1,282,902.1	1,370,221.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Confectionery	3.4	2.3	12.2
Ice Cream	16.1	-3.1	-14.6
Savoury Snacks	6.8	7.6	44.5
Sweet Biscuits, Snack Bars and Fruit Snacks	0.9	2.8	14.7
Snacks	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Confectionery	9.6	7.5	43.8
Ice Cream	22.2	0.8	4.0
Savoury Snacks	4.6	10.1	61.7
Sweet Biscuits, Snack Bars and Fruit Snacks	4.1	8.3	49.1
Snacks	6.8	7.9	46.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Parle Products Pvt Ltd	12.3	11.6	12.8	12.7	12.1
Britannia Industries Ltd	10.3	9.8	10.8	10.5	10.3
Mondelez India Foods	7.0	6.6	6.8	7.3	8.0

Pvt Ltd					
ITC Ltd	7.1	6.9	7.7	7.8	7.7
Haldiram Foods	3.7	3.9	4.2	4.5	4.4
International Pvt Ltd					
Balaji Wafers Pvt Ltd	2.1	2.2	2.7	2.7	2.6
Nestlé India Ltd	1.7	1.7	1.8	2.0	2.1
PepsiCo India Holdings	2.5	2.3	2.1	1.9	1.7
Pvt Ltd					
Perfetti Van Melle	1.9	1.7	1.5	1.6	1.6
India Pvt Ltd					
Gujarat Co-operative	2.5	2.6	1.3	1.3	1.6
Milk Marketing					
Federation Ltd					
Anmol Biscuits (P) Ltd	1.4	1.3	1.4	1.4	1.5
Saj Industries Pvt Ltd	1.1	1.1	1.2	1.2	1.1
Bikaji Foods	0.8	0.9	1.0	1.1	1.1
International Ltd					
Ferrero India Pvt Ltd	1.1	1.1	1.0	1.0	1.0
Prataap Snacks Pvt Ltd	1.4	1.4	1.2	1.1	1.0
Hindustan Unilever Ltd	1.2	1.3	0.8	0.8	1.0
Bikanervala Foods Pvt Ltd	0.8	0.9	0.9	0.9	0.9
Surya Food & Agro Pvt Ltd	1.1	1.0	0.9	0.7	0.7
DFM Foods Ltd	0.6	0.6	0.6	0.6	0.6
Devyani Food Industries	0.7	0.6	0.5	0.5	0.5
Pvt Ltd					
Hatsun Agro Products Ltd	0.7	0.8	0.4	0.4	0.5
Unibic Foods India Pvt	0.4	0.4	0.5	0.5	0.5
Ltd					
Vadilal Industries Ltd	0.6	0.6	0.3	0.3	0.4
Mother Dairy Fruit &	0.7	0.7	0.3	0.3	0.4
Vegetable Pvt Ltd					
Havmor Foods Pvt Ltd	0.5	0.6	0.3	0.3	0.4
Mapro Foods Pvt Ltd	0.3	0.3	0.3	0.3	0.4
Procter & Gamble	0.3	0.3	0.3	0.3	0.3
Hygiene & Health Care Ltd					
Mars International	0.3	0.3	0.3	0.3	0.3
India Pvt Ltd					
Mrs Bector's Food	0.2	0.2	0.3	0.3	0.3
Specialities Ltd					
SM Foods Ltd	0.2	0.2	0.2	0.2	0.2
Other Private Label	0.4	0.4	0.5	0.5	0.5
Others	34.0	35.9	35.0	34.7	34.4
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

% retail value rsp					
Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Parle	Parle Products Pvt Ltd	11.1	12.4	12.2	11.6
Britannia	Britannia Industries Ltd	9.8	10.8	10.5	10.3
Sunfeast (ITC Group)	ITC Ltd	3.5	4.1	4.4	4.4
Haldiram's	Haldiram Foods	3.3	3.6	3.8	3.7
	International Pvt Ltd				
Cadbury Dairy Milk	Mondelez India Foods	3.1	3.1	3.3	3.5
(Mondelez	Pvt Ltd				
International Inc)					

Balaji	Balaji Wafers Pvt Ltd	2.2	2.7	2.7	2.6
Bingo! (ITC Group)	ITC Ltd	2.2	2.3	2.2	2.1
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	2.6	1.3	1.3	1.6
Anmol	Anmol Biscuits (P) Ltd	1.3	1.4	1.4	1.5
Bisk Farm	Saj Industries Pvt Ltd	1.1	1.2	1.2	1.1
Bikaji (Bikaji Foods Pvt Ltd)	Bikaji Foods International Ltd	0.9	1.0	1.1	1.1
Yellow Diamond	Prataap Snacks Pvt Ltd	1.4	1.2	1.1	1.0
Lay's (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	1.2	1.1	1.0	0.9
Bikano	Bikanervala Foods Pvt Ltd	0.9	0.9	0.9	0.9
Kinder Joy (Ferrero & related parties)	Ferrero India Pvt Ltd	0.9	0.8	0.8	0.8
Candyman (ITC Group)	ITC Ltd	0.9	0.9	0.8	0.8
Cadbury Gems (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.6	0.7	0.7	0.8
5 Star (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.7	0.7	0.7	0.8
Kit Kat (Nestlé SA)	Nestlé India Ltd	0.5	0.5	0.6	0.7
Kurkure (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	0.9	0.8	0.7	0.7
Priyagold	Surya Food & Agro Pvt Ltd	1.0	0.9	0.7	0.7
Taka Tak	Haldiram Foods International Pvt Ltd	0.6	0.6	0.7	0.7
Munch (Nestlé SA)	Nestlé India Ltd	0.5	0.5	0.6	0.7
Oreo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.4	0.5	0.5	0.6
Cadbury Choclairs (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.5	0.6	0.6	0.6
Crax	DFM Foods Ltd	0.6	0.6	0.6	0.6
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	0.6	0.5	0.5	0.5
Unibic (Modern Baking Co)	Unibic Foods India Pvt Ltd	0.4	0.5	0.5	0.5
Arun	Hatsun Agro Products Ltd	0.8	0.4	0.4	0.5
Alpenliebe (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	0.5	0.4	0.5	0.5
Other Private Label (Private Label)	Other Private Label	0.4	0.5	0.5	0.5
Others	Others	44.8	42.5	42.4	42.9
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Penetration of Private Label by Category: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Savoury Snacks	1.3	1.3	1.3	1.4	1.4	1.4
Snacks	0.4	0.5	0.5	0.5	0.6	0.5
Sweet Biscuits, Snack Bars and Fruit Snacks	0.1	0.1	0.1	0.1	0.2	0.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Distribution of Snacks by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.5	99.3	99.1	98.7	98.4	98.2
-- Grocery Retailers	98.8	98.6	98.5	98.0	95.9	95.5
--- Convenience Retail	1.6	1.6	1.8	1.5	1.6	1.6
---- Convenience Stores	1.3	1.4	1.5	1.4	1.4	1.5
---- Forecourt Retailers	0.3	0.3	0.3	0.1	0.2	0.2
--- Supermarkets	4.8	5.1	5.3	5.2	4.5	4.5
--- Hypermarkets	5.9	6.1	6.3	6.4	6.1	6.4
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	8.6	8.7	8.8	5.9	5.7	6.1
--- Small Local Grocers	77.9	77.2	76.3	79.0	78.0	76.8
-- Non-Grocery Retailers	0.7	0.6	0.7	0.7	2.5	2.8
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	0.4	0.4	0.4	0.4	1.9	2.2
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	0.3	0.3	0.3	0.2	0.6	0.5
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	0.5	0.7	0.9	1.3	1.6	1.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

	2022	2023	2024	2025	2026	2027
Confectionery ('000 tonnes)	494.4	507.5	521.1	535.0	548.7	561.2
Ice Cream (million litres)	483.1	558.0	643.0	737.9	843.6	959.0
Savoury Snacks ('000 tonnes)	1,457.9	1,578.0	1,713.9	1,860.0	2,013.5	2,182.0
Sweet Biscuits, Snack Bars and Fruit Snacks ('000 tonnes)	2,528.4	2,613.8	2,693.8	2,766.6	2,827.1	2,889.9

Snacks (Not calculable) - - - - -

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Snacks by Category: Value 2022-2027

INR million	2022	2023	2024	2025	2026	2027
Confectionery	284,509.4	291,836.9	300,118.0	308,968.9	317,510.7	323,962.5
Ice Cream	122,484.3	139,383.3	159,000.1	181,233.7	205,678.7	231,542.2
Savoury Snacks	477,619.6	496,325.9	515,950.4	536,051.5	556,517.4	575,837.0
Sweet Biscuits, Snack Bars and Fruit Snacks	485,607.8	507,272.7	529,308.2	551,788.5	568,925.9	586,441.0
Snacks	1,370,221.1	1,434,818.9	1,504,376.8	1,578,042.5	1,648,632.7	1,717,782.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Confectionery	2.6	2.6	13.5
Ice Cream	15.5	14.7	98.5
Savoury Snacks	8.2	8.4	49.7
Sweet Biscuits, Snack Bars and Fruit Snacks	3.4	2.7	14.3
Snacks	-	-	-

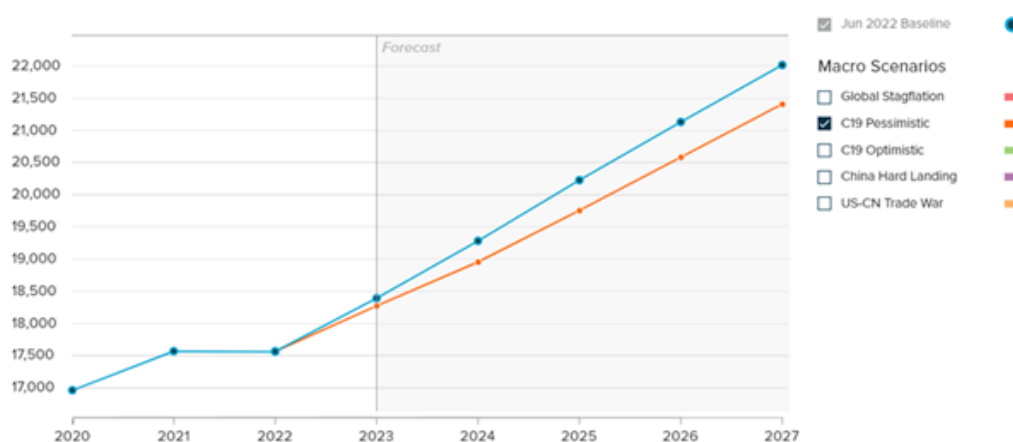
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Sales of Snacks by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
Confectionery	2.6	2.6	13.9
Ice Cream	13.8	13.6	89.0
Savoury Snacks	3.9	3.8	20.6
Sweet Biscuits, Snack Bars and Fruit Snacks	4.5	3.8	20.8
Snacks	4.7	4.6	25.4

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

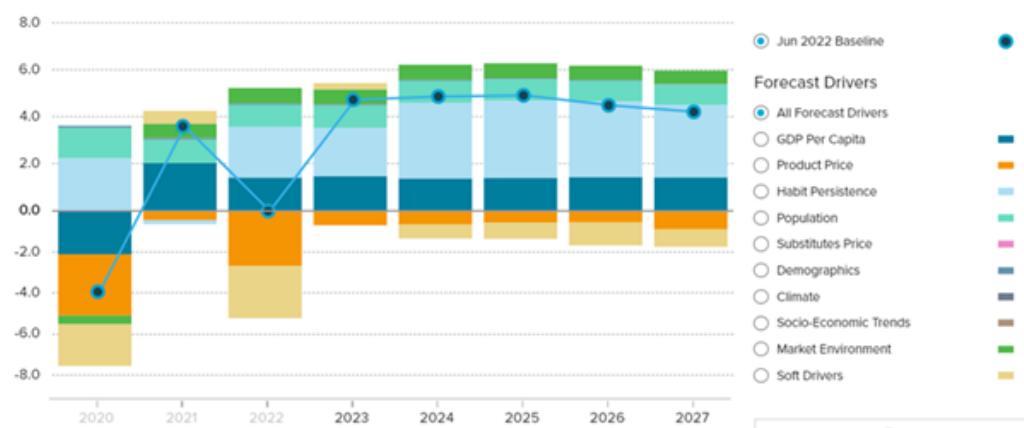
Chart 1 Snacks Value Sales Growth Scenarios: 2020-2027



Source: Euromonitor International Industry Forecast Model

Note: C19 Pessimistic 1 represents a modelled scenario with an estimated probability of 25-35% over a 1-year horizon, factoring in macro drivers including GDP, stock prices, business and consumer confidence rates alongside infection rates, supply chain and labour supply disruption rates

Chart 2 Snacks Impact of Drivers on Value Sales: 2020-2027



Source: Euromonitor International Industry Forecast Model

Note: The above chart shows the growth decomposition split by macro drivers such as GDP per capita and population alongside soft drivers listed as having a positive (+) or negative (-) impact on the total growth rate

DISCLAIMER

Forecast and scenario closing date: 13 June 2022

Report closing date: 30 August 2022

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2022 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources	AFAQS
	Agricultural & Processed Food Products Export Development Authority
	Agriculture & Agri-Food Canada
	Dairy Development Department Maharashtra State
	HUL
	Kerala Planning Board
	Ministry of Food Processing Industries
	National Dairy Development Board
	National Oilseeds & Vegetable Oils Development Board
	United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS)
Trade Associations	Agriculture & Processed Foods Export Development Authority
	All India Andhra Pradesh Wafers Manufacturers Association
	All India Biscuit Manufacturers' Association
	All India Bread Manufacturers' Association
	All India Food Processors' Association
	All India Jamiatul Quresh
	All India Rice Exporters Association
	All Orissa Bakers' Association
	Aseptic Food Processing & Packaging Industry Association of India
	Confederation of Indian Food Trade & Industry, The (CIFTI)
	Federation of Biscuit Manufacturers' of India (FBMI)
	Federation of Indian Chambers of Commerce & Industry (FICCI)
	French Trade Commission India
	India Dairy Industry, The

	India Food Industry Association
	Indian Confectionery Manufacturers' Association
	Indian Dairy Association
	Indian Olive Association
	Karnataka Wrapped Bread Manufacturers Association
	Labnol
	Organised Bread Manufacturers Association of Pune
	Poultry Federation of India
	Processed Food Industry
	Solvent Extractors Association of India
	Spices Board of India
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Domain-b
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Wall Street Journal
Wallet Watch

Web New Wire

Source: Euromonitor International

CHOCOLATE CONFECTIONERY IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales rise by 11% in current terms in 2022 to INR155 billion
- Boxed assortments is the best performing category in 2022, with retail value sales rising by 15% in current terms to INR7.6 billion
- Mondelez India Foods Pvt Ltd is the leading player in 2022, with a retail value share of 57%
- Retail sales are set to grow at a current value CAGR of 9% (2022 constant value CAGR of 4%) over the forecast period to INR237 billion

2022 DEVELOPMENTS

The snacking habit continues even after the pandemic

As the initial COVID-19 lockdowns led consumers to be secluded at home and spend a lot more time at home than usual, they turned to snacking as a source of comfort. The number of consumption occasions increased, and consumers started replacing meals with snacks. This has trickled down into 2022, even though educational institutes and some offices have reopened and resumed operations. Indians now prefer smaller meals throughout the day, and the trend of replacing at least one meal with a snack is on the rise, driving retail growth. Indulgence is another reason snacking is becoming increasingly popular. However, consumers in India have also become more aware of their sugar intake and are mindful about portion intake; because of this, chocolate pouches and bags witnessed stronger sales during the pandemic, and retail volume and current value growth are set to continue in 2022.

Omnichannel development for chocolate confectionery

The pandemic disrupted the distribution landscape for chocolate confectionery and gave impetus to e-commerce. As consumers started shopping online because of the restrictions on movement, this led many manufacturers to also focus on their online channels. Despite the easing of the pandemic, consumers continue to purchase chocolate confectionery online, citing convenience as a main reason. Platforms such as Swiggy and Blinkit, with their quick service and short delivery times, are becoming a popular choice for customers demanding convenience.

However, due to the nature of chocolate confectionery, which requires temperature-controlled storage, hypermarkets and supermarkets are also becoming popular amongst consumers, catering especially to the demand for dark chocolate and premium chocolate. With the easing of lockdowns and the situation in the country returning to normality, and educational institutions resuming their operations, out of home consumption is also expected to regain its strong growth momentum in 2022, driving sales through traditional channels. Along with this, rapid digital transformation will lead kirana stores (small local grocers) to remain the most prominent channel in chocolate confectionery in 2022.

Mondelez continues to lead, due to strong brand recall and trust amongst consumers

Mondelez India Foods is expected to remain the leader in chocolate confectionery in 2022, and will continue to extend its value share. This can be attributed to strong brand recall and trust amongst consumers. The pandemic saw consumers gravitate towards trusted brands, which is also boosting the sales of the company. It benefits from its strong brand portfolio, which includes Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Bournville, 5 Star, Cadbury Perk, and Cadbury Gems. The company is also witnessing healthy sales riding on the back of its vast product range, as it has products across all price segments and pack sizes. The company also continues to launch new products. The latest addition was Cadbury Dairy Milk Silk Bubble-gum, a product with bubble gum filling and chocolate outer coating. Mondelez is quick to understand evolving consumer preferences, and launches new variants to tap into demand. Such innovations keep the company relevant amongst consumers.

Another reason for strong brand recall is the marketing campaigns and activations carried out by Mondelez. Following its new launch Cadbury Dairy Milk Silk Bubble-gum, the company supported it with the #BubbledUpWithFun campaign, which was a 360 degree campaign which involved increasing in-store visibility and outdoor activations. The company also tapped into the superhero fandom and comic culture, which has recently seen huge growth. With the release of the film The Batman, the company collaborated with DC to offer consumers an immersive trip to Gotham City in Warner Bros World in Abu Dhabi. The company also understands its customers and target audience. One such example is the "Do Nothing" campaign, which aimed to fight the pressure of celebrating Valentine's Day for single people. At the same time, the company also ran the campaign #HowFarWillYouGoToMakeThemBlush, which used personalised augmented reality technology, which the company claimed was the first in the country, enabling customers to send messages secretly to their loved ones. The company also turns to consumers for input on new flavours; the company runs a campaign Madbury, whereby consumers can post about ideas for new products or flavours. Moving forward, the company aims to penetrate rural areas with smaller pack sizes.

PROSPECTS AND OPPORTUNITIES

Healthy chocolate confectionery set to see demand in the future

Premium chocolate confectionery is gaining traction in India. Consumers are becoming portion-conscious and prefer bite-sized chocolate, whilst dark chocolate is also seeing rapid consumer acceptance. This type of chocolate confectionery, which is considered healthier, appeals to the mindful eating trend amongst Indian consumers. Another reason for the rising popularity of dark chocolate is that it is perceived as guilt-free by consumers owing to the reduced sugar content. According to Euromonitor International's health and nutrition survey, 60% of survey respondents think avoiding sugar is better for them, while 58% say that avoiding sugar makes them feel healthier, whereas 57% say that they avoid sugar for weight management. The purported health benefits of dark chocolate include reducing the risk of blood pressure and lowering cholesterol, which makes it ideal for health-conscious consumers. Considering the demand for this type of chocolate amongst health-conscious consumers, many companies are adding dark chocolate variants to their portfolios. In addition, new companies, such as Wellversed under its brand Ketofy, as well as Zevic, Bogatchi, Ditch The Guilt and Mojo Thins, alongside many other brands, have started selling on online marketplaces such as Amazon. Moving forward, the demand for healthy chocolate confectionery is expected to see rapid growth.

Rural areas remain key to future growth

Sales of chocolate confectionery in India are largely driven by urban consumers, due to accessibility and availability, along with having the spending power to consume premium chocolate confectionery. However, the urban market is now fairly saturated, and manufacturers are now turning towards semi-rural and rural areas for further growth. The penetration of chocolate confectionery is still very low in these areas due to the lack of infrastructure and the nature of the product, which requires temperature control or refrigeration. According to Euromonitor International, the per capita consumption of chocolate confectionery is 360g per person, which is very low compared with developed countries, where per capita consumption is in the range of 5-10kg per person per annum. This provides huge potential for manufacturers to grow. Manufacturers such as Mondelez and Mars are looking to expand in rural areas to maintain growth, with their strategy being to offer products at a lower price point to gain share from unorganised players. Distribution in these areas also remains an area for improvement for manufacturers in India, and such companies plan to strengthen their distribution in these regions.

CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2022

Product type

Milkybar Choos – Nestlé India Ltd

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
- Chocolate Pouches and Bags	13.7	14.6	15.6	15.8	17.7	18.7
- Boxed Assortments	6.6	6.7	6.9	6.9	7.0	7.6
- Chocolate with Toys	5.5	5.6	5.7	5.7	5.9	5.9
- Countlines	43.5	44.3	44.6	40.3	47.2	49.8
- Seasonal Chocolate	-	-	-	-	-	-
- Tablets	53.3	53.7	53.7	52.6	55.2	56.8
- Other Chocolate Confectionery	0.1	0.1	0.1	0.1	0.1	0.1
Chocolate Confectionery	122.7	125.1	126.5	121.3	133.0	138.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
- Chocolate Pouches and Bags	9,921.4	11,118.0	12,347.5	12,991.7	15,013.3	16,699.3

- Boxed Assortments	5,256.4	5,640.1	5,984.2	6,176.3	6,566.6	7,571.3
- Chocolate with Toys	11,828.6	12,491.0	13,265.5	13,610.4	14,775.5	15,860.0
- Countlines	29,153.4	31,660.6	33,940.2	32,280.5	40,027.9	45,055.3
- Seasonal Chocolate	-	-	-	-	-	-
- Tablets	47,224.7	51,286.0	54,927.3	56,904.7	63,420.3	69,914.5
- Other Chocolate Confectionery	22.3	22.5	22.6	22.4	22.6	23.4
Chocolate Confectionery	103,406.8	112,218.2	120,487.4	121,986.1	139,826.1	155,123.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
- Chocolate Pouches and Bags	5.9	6.5	36.8
- Boxed Assortments	9.5	3.0	16.0
- Chocolate with Toys	0.7	1.4	7.0
- Countlines	5.4	2.7	14.3
- Seasonal Chocolate	-	-	-
- Tablets	2.9	1.3	6.6
- Other Chocolate Confectionery	1.8	-0.3	-1.2
Chocolate Confectionery	4.4	2.5	13.2

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
- Chocolate Pouches and Bags	11.2	11.0	68.3
- Boxed Assortments	15.3	7.6	44.0
- Chocolate with Toys	7.3	6.0	34.1
- Countlines	12.6	9.1	54.5
- Seasonal Chocolate	-	-	-
- Tablets	10.2	8.2	48.0
- Other Chocolate Confectionery	3.5	1.0	4.9
Chocolate Confectionery	10.9	8.4	50.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Filled	30.5	30.5	30.5	30.8	31.1	31.1
Plain Dark	6.5	6.5	6.5	6.8	7.2	7.7
Plain Milk	60.0	60.0	60.0	59.5	59.0	58.5
Plain White	3.0	3.0	3.0	2.9	2.7	2.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Mondelez India Foods Pvt Ltd	54.0	52.5	53.3	54.7	57.4
Nestlé India Ltd	13.4	13.7	14.6	15.7	16.1
Ferrero India Pvt Ltd	9.7	9.5	9.3	8.8	8.4
Mars International India Pvt Ltd	3.0	3.1	2.6	2.5	2.5
Global Consumer Products Pvt Ltd	1.1	1.3	1.4	1.3	1.2
Hershey India Pvt Ltd	1.2	1.2	1.2	1.2	1.2
Gujarat Co-operative Milk Marketing Federation Ltd	1.1	1.2	1.2	1.2	1.1
Chocoladefabriken Lindt & Sprüngli AG	0.2	0.3	0.3	0.3	0.3
Buttercup Confectionery Ltd	0.2	0.2	0.2	0.2	0.2
Cadbury India Ltd	-	-	-	-	-
Others	16.2	17.1	15.8	14.2	11.7
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Cadbury Dairy Milk (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	29.7	29.9	30.0	30.5
Kinder Joy (Ferrero & related parties)	Ferrero India Pvt Ltd	8.4	8.1	7.7	7.3
Cadbury Gems (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	6.1	6.3	6.7	7.0
5 Star (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	6.5	6.5	6.4	6.9
Kit Kat (Nestlé SA)	Nestlé India Ltd	4.9	5.3	5.9	6.1
Munch (Nestlé SA)	Nestlé India Ltd	4.7	5.1	5.6	5.8
Cadbury Celebrations (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	2.7	2.7	2.8	3.3
Cadbury Perk (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	2.7	2.7	2.7	2.9
Nestlé Premium Milk Chocolate (Nestlé SA)	Nestlé India Ltd	2.5	2.6	2.5	2.5
Snickers (Mars Inc)	Mars International India Pvt Ltd	2.1	1.7	1.6	1.6
Dairy Milk	Mondelez India Foods	1.0	0.9	1.3	1.5

(Mondelez International Inc)	Pvt Ltd				
LuvIt	Global Consumer Products Pvt Ltd	1.3	1.4	1.3	1.2
Brookside (Hershey Co, The)	Hershey India Pvt Ltd	1.2	1.2	1.2	1.2
Cadbury Fuse (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.5	0.6	0.8	1.1
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	1.1	1.2	1.1	1.1
Ferrero Rocher (Ferrero & related parties)	Ferrero India Pvt Ltd	1.2	1.2	1.1	1.1
Bournville (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.7	0.8	0.8	0.9
Milkybar (Nestlé SA)	Nestlé India Ltd	0.8	0.9	0.9	0.8
Bar One (Nestlé SA)	Nestlé India Ltd	0.3	0.4	0.4	0.4
Nestlé Dark Chocolate (Nestlé SA)	Nestlé India Ltd	0.3	0.3	0.3	0.3
Lindt	Chocoladefabriken Lindt & Sprüngli AG	0.3	0.3	0.3	0.3
Mars (Mars Inc)	Mars International India Pvt Ltd	0.2	0.2	0.2	0.2
Choco Swiss	Buttercup Confectionery Ltd	0.2	0.2	0.2	0.2
Galaxy (Mars Inc)	Mars International India Pvt Ltd	0.2	0.2	0.1	0.1
5 Star (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Bournville (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Cadbury Celebrations (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Cadbury Dairy Milk (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Cadbury Gems (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Cadbury Perk (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Others	Others	20.5	19.4	18.1	15.6
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0

- Retail Offline	98.7	98.3	97.9	97.0	96.1	95.8
-- Grocery Retailers	96.3	95.9	95.4	94.6	94.0	93.9
--- Convenience Retail	0.6	0.6	0.6	0.6	0.6	0.5
---- Convenience Stores	0.2	0.3	0.3	0.3	0.2	0.2
---- Forecourt Retailers	0.3	0.4	0.4	0.4	0.3	0.3
--- Supermarkets	7.0	7.4	7.7	7.6	7.2	7.0
--- Hypermarkets	5.5	5.8	6.0	6.0	6.0	6.0
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	3.8	3.8	3.8	3.4	3.2	3.1
--- Small Local Grocers	79.5	78.4	77.3	77.0	77.1	77.2
-- Non-Grocery Retailers	2.4	2.4	2.5	2.4	2.1	1.9
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	2.4	2.4	2.5	2.4	2.1	1.9
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	1.3	1.7	2.1	3.0	3.9	4.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

'000 tonnes	2022	2023	2024	2025	2026	2027
- Chocolate Pouches and Bags	18.7	19.8	21.0	22.2	23.4	24.6
- Boxed Assortments	7.6	8.2	8.6	9.0	9.2	9.4
- Chocolate with Toys	5.9	5.9	5.9	5.9	5.8	5.7
- Countlines	49.8	51.7	53.4	55.0	56.3	57.0
- Seasonal Chocolate	-	-	-	-	-	-
- Tablets	56.8	58.4	59.8	61.0	61.9	62.3
- Other Chocolate Confectionery	0.1	0.1	0.1	0.1	0.1	0.1
Chocolate Confectionery	138.9	144.1	148.9	153.1	156.7	159.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

INR million	2022	2023	2024	2025	2026	2027
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- Chocolate Pouches and Bags	16,699.3	17,382.0	18,193.3	19,053.6	19,971.3	20,775.3
- Boxed Assortments	7,571.3	8,062.9	8,528.6	8,978.3	9,429.6	9,782.1
- Chocolate with Toys	15,860.0	15,947.1	16,142.7	16,402.4	16,684.9	16,893.2
- Countlines	45,055.3	47,271.1	49,437.1	51,666.2	53,743.9	55,289.9
- Seasonal Chocolate	-	-	-	-	-	-
- Tablets	69,914.5	72,208.6	74,805.4	77,578.9	80,104.2	81,948.1
- Other Chocolate Confectionery	23.4	22.6	21.9	21.3	20.8	20.3
Chocolate Confectionery	155,123.8	160,894.2	167,128.9	173,700.7	179,954.8	184,708.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 23 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
- Chocolate Pouches and Bags	6.1	5.6	31.5
- Boxed Assortments	7.2	4.3	23.6
- Chocolate with Toys	0.2	-0.9	-4.2
- Countlines	3.8	2.8	14.6
- Seasonal Chocolate	-	-	-
- Tablets	2.8	1.9	9.6
- Other Chocolate Confectionery	0.3	1.2	5.9
Chocolate Confectionery	3.8	2.7	14.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 24 Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
- Chocolate Pouches and Bags	4.1	4.5	24.4
- Boxed Assortments	6.5	5.3	29.2
- Chocolate with Toys	0.5	1.3	6.5
- Countlines	4.9	4.2	22.7
- Seasonal Chocolate	-	-	-
- Tablets	3.3	3.2	17.2
- Other Chocolate Confectionery	-3.6	-2.8	-13.3
Chocolate Confectionery	3.7	3.6	19.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

GUM IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales increase by 6% in current terms in 2022 to INR20.0 billion
- Chewing gum is the best performing category in 2022, with retail value sales rising by 6% in current terms to INR8.4 billion
- Perfetti Van Melle India Pvt Ltd is the leading player in 2022, with a retail value share of 70%
- Retail sales are set to grow at a current value CAGR of 4% (2022 constant value CAGR of -1%) over the forecast period to INR23.9 billion

2022 DEVELOPMENTS

Increase in mobility leads to recovery in sales of gum

The pandemic led to almost flat retail current value sales of gum in India in 2020, but as the lockdown restrictions were gradually lifted, sales of gum saw an uptick in 2021, with growth also expected in 2022 in both retail volume and current value terms. Gum, being an impulse purchase, depends primarily on mobility. Sales in this category are also aided by store-based retail channels, where gum is strategically placed at the checkouts. As these products are more of an on-the-go purchase, sales witnessed growth as educational institutions and offices resumed their operations. The reopening of schools in particular has provided an impetus to sales, as children are regular consumers of gum. The reopening of workplaces also means that sales through tobacco shops are resuming, which were non-existent in the peak pandemic period. As consumers' lives return to pre-pandemic patterns, with increased mobility and a return to travel, gum is set to witness solid growth in 2022.

Perfetti Van Melle continues to lead gum in 2022

Perfetti Van Melle is expected to continue to dominate gum in 2022, owing to its strong portfolio, which includes brands such as Center Fruit, Center Fresh, Happydent and Big Babol. The company keeps innovating as consumer demand evolves. The company has invested in television as its biggest avenue for advertising, followed by digital and then by other formats, such as print and outdoor. The company has also increased its spending as mobility has now returned and consumers are stepping outside of their homes. The company also plans a new campaign for its brand Center Fresh.

According to Euromonitor International, rural households are still dominant in India. Perfetti Van Melle therefore sees significant growth opportunity in rural areas, and aims to expand its geographic presence. With this in mind, the company is running multiple pilot projects; one such example is a project with ElasticRun, which is an e-commerce platform for kirana (small grocery stores), to reach western parts of India, where the company does not have a strong rural presence. Going forward, the company will continue to innovate in products and continue with its rural expansion.

PROSPECTS AND OPPORTUNITIES

Potential for growth via health-positioned variants

Gum is a mature category in India, and has very limited avenues for innovation. This is the primary reason for subdued sales pre-pandemic. However, with consumers becoming increasingly health-conscious, especially with issues related to sugar consumption, this presents an opportunity for growth in this category. Consumers are facing issues such as obesity, diabetes, and heart diseases, and as a result, manufacturers are looking into introducing sugar-free variants of their gum brands to appeal to more health-conscious consumers. In recent years, there has already been a strong increase in the number of gum products with reduced sugar claims. In addition, as consumers start to look for more than just sugar-free variants, manufacturers will be able to position their products as healthy or fortified, offering functional benefits to consumers. Oral health could be one area for manufacturers to explore. With the lockdown easing and increased mobility, and as state governments are also stating that wearing masks is not compulsory, sales of gum are poised to increase in the forecast period in both retail volume and current value terms.

Players set to focus on strengthening distribution to increase geographical reach

The further strengthening of distribution networks will be key for gum players to maximise their performances over the forecast period. According to Euromonitor International's socio data, 63% of Indian households are still rural, which makes this a huge market for expansion. Also, the penetration of established brands in rural areas remains low, with most of them focusing on urban expansion in the past. India is a vast geographically and socially diverse country, which presents significant obstacles and challenges to companies looking to develop a nationwide presence. During the review period, the major players in gum, including Perfetti Van Melle and Wrigley, continued to work to strengthen the distribution of their gum products, even in rural areas. The category leader, Perfetti Van Melle, did this by leveraging the strength of its broader confectionery offerings to encourage retailers to stock its gum products. Further work will be needed during the forecast period to raise consumers' awareness of gum and to make such products more accessible to consumers across the country.

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
- Bubble Gum	27.6	27.4	27.4	26.9	26.8	27.4
- Chewing Gum	7.8	7.6	7.5	7.2	7.1	7.1
Gum	35.3	35.0	34.9	34.1	33.9	34.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Sales of Gum by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
- Bubble Gum	10,065.2	10,256.4	10,584.6	10,635.4	10,975.7	11,549.8
- Chewing Gum	6,869.4	7,199.2	7,508.7	7,591.3	7,925.4	8,432.6

Gum	16,934.6	17,455.6	18,093.3	18,226.7	18,901.1	19,982.3
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Sales of Gum by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
- Bubble Gum	2.2	-0.1	-0.5
- Chewing Gum	-0.1	-1.8	-8.8
Gum	1.7	-0.5	-2.3

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Sales of Gum by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
- Bubble Gum	5.2	2.8	14.7
- Chewing Gum	6.4	4.2	22.8
Gum	5.7	3.4	18.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 29 Sales of Gum by Flavour: Rankings 2017-2022

ranking	2017	2018	2019	2020	2021	2022
Spearmint	1	1	1	1	1	1
Peppermint	2	2	2	2	2	2
Menthol	3	3	3	3	3	3
Strawberry	4	4	4	4	4	4
Juicy Fruit	5	5	5	5	5	5
Honey & Lemon	6	6	6	6	6	6
Apple	7	7	7	7	7	7
Blueberry	8	8	8	8	8	8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 30 NBO Company Shares of Gum: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Perfetti Van Melle India Pvt Ltd	72.6	72.5	63.0	69.2	69.9
Wrigley India Pvt Ltd	8.4	8.3	8.0	8.1	8.3
Mondelez India Foods Pvt Ltd	1.5	1.4	1.4	1.4	1.4
Candico India Ltd	1.1	1.1	1.0	1.0	1.0

ITC Ltd	0.7	0.8	0.8	0.8	0.8
Cadbury India Ltd	-	-	-	-	-
Others	15.8	15.9	25.7	19.5	18.6
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 31 LBN Brand Shares of Gum: % Value 2019-2022

% retail value rsp					
Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Center Fruit (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	28.7	24.6	27.1	27.3
Center Fresh (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	26.8	23.7	26.0	26.3
Big Babol (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	11.2	9.7	10.7	10.7
Boomer (Mars Inc)	Wrigley India Pvt Ltd	6.0	5.7	6.1	6.2
Happydent (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	5.1	4.3	4.8	4.8
Orbit (Mars Inc)	Wrigley India Pvt Ltd	1.8	1.8	1.6	1.6
Bubbaloo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	1.4	1.4	1.4	1.4
Gumon (ITC Group)	ITC Ltd	0.8	0.8	0.8	0.8
Chlor-Mint (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	0.7	0.6	0.7	0.7
Candico	Candico India Ltd	0.7	0.7	0.7	0.7
Doublemint (Mars Inc)	Wrigley India Pvt Ltd	0.5	0.5	0.4	0.4
Bubbaloo (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Others	Others	16.3	26.1	19.8	18.9
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 32 Distribution of Gum by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	97.4	96.9	96.5	95.4	93.5	94.1
-- Grocery Retailers	97.4	96.9	96.5	95.4	93.5	94.1
--- Convenience Retail	1.6	1.6	1.7	1.3	1.4	1.4
---- Convenience Stores	0.9	0.9	0.9	0.9	0.9	0.9
---- Forecourt Retailers	0.7	0.7	0.8	0.4	0.5	0.5
--- Supermarkets	6.3	6.3	6.2	6.2	6.1	6.2
--- Hypermarkets	9.0	9.0	9.0	9.0	8.9	9.0
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	2.5	2.5	2.5	2.2	2.2	2.4
--- Small Local Grocers	78.1	77.5	77.1	76.7	74.8	75.1

-- Non-Grocery Retailers	-	-	-	-	-	-
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	2.6	3.1	3.5	4.6	6.5	5.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 33 Forecast Sales of Gum by Category: Volume 2022-2027

'000 tonnes	2022	2023	2024	2025	2026	2027
- Bubble Gum	27.4	28.0	28.3	28.6	28.9	29.0
- Chewing Gum	7.1	7.1	7.0	7.0	6.9	6.9
Gum	34.5	35.1	35.4	35.6	35.8	35.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 34 Forecast Sales of Gum by Category: Value 2022-2027

INR million	2022	2023	2024	2025	2026	2027
- Bubble Gum	11,549.8	11,363.8	11,158.5	10,954.8	10,765.8	10,487.6
- Chewing Gum	8,432.6	8,385.2	8,329.0	8,268.9	8,201.9	8,107.9
Gum	19,982.3	19,749.0	19,487.5	19,223.7	18,967.7	18,595.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 35 Forecast Sales of Gum by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
- Bubble Gum	2.1	1.2	5.9
- Chewing Gum	-0.2	-0.6	-3.0
Gum	1.6	0.8	4.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 36 Forecast Sales of Gum by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
- Bubble Gum	-1.6	-1.9	-9.2
- Chewing Gum	-0.6	-0.8	-3.9
Gum	-1.2	-1.4	-6.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

SUGAR CONFECTIONERY IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales rise by 8% in current terms in 2022 to INR109 billion
- Pastilles, gums, jellies and chews is the best performing category in 2022, with retail value sales increasing by 13% in current terms to INR15.0 billion
- Parle Products Pvt Ltd is the leading player in 2022, with a retail value share of 17%
- Retail sales are set to rise at a current value CAGR of 7% (2022 constant value CAGR of 2%) over the forecast period to INR155 billion

2022 DEVELOPMENTS

Increase in mobility to drive sales of sugar confectionery in 2022

The COVID-19 pandemic led to lockdowns and restrictions in 2020, which confined consumers to their homes. As a high proportion of sales was accounted for by impulse on-the-go consumption, this negatively affected retail volume sales in 2020. There was also a definite shift of sales towards e-commerce, as consumers preferred the safety and convenience associated with this channel. E-commerce therefore took share from impulse channels such as small local grocers. As the restrictions eased and people felt more comfortable stepping out of their homes, and mobility increased, retail sales of sugar confectionery witnessed an uptick in volume and current value terms in 2021, and further growth is expected in 2022.

The reopening of educational institutions and the return of children to school is the main factor driving sales, as children are the primary target group for sugar confectionery. Increased at-home consumption has reverted to out-of-home impulse consumption. Pastilles, gummies, jellies and chews is set to witness the fastest value growth amongst all sugar confectionery categories in 2022, as these are consumed by all age groups, unlike other large categories, such as boiled sweets. In addition, pastilles, gummies, jellies and chews come in fortified or immunity-boosting variants, which are also preferred by health-conscious consumers.

Demographics to play an important role in the growth of sugar confectionery

Sugar confectionery is essentially an impulse category in India, and the main consumers of such products continue to be young children. However, this has been changing in recent times, along with the launch of multiple flavours and formats. Sugar confectionery now has mass appeal, as consumers are from all age groups. Sugar confectionery remains the preferred choice for treats, as these products are generally sold in INR1, INR2 and INR5 formats, which makes for an affordable treat even for people in the low-income segment. Apart from the low price point, indulgence is also a major driver of sales of sugar confectionery. Consumers prefer sugar confectionery as a bite-sized dessert and also as an indulgent treat, as many people continue to work from home. This is in line with the evolving consumption habits of health-conscious consumers in terms of portion control. Indian consumers do not shy away from sugar confectionery, but are increasingly becoming aware of the sugar content. To tackle this issue

without compromising on taste, portion control is something they are now looking at, which is driving sales of sugar confectionery.

Parle Products Pvt Ltd continues to lead sugar confectionery

Parle Products is expected to continue to lead sugar confectionery in value terms in 2022, riding on the back of its strong portfolio and wide distribution throughout the country. However, at the same time it faces strong competition from ITC, the second biggest player in sugar confectionery, and the only other player to hold a double-digit value share. Parle Products leveraged the distribution of its biscuits portfolio to maintain its resilience during the testing pandemic times. The company pushed sugar confectionery to biscuits distributors to drive sales. In recent times the company has also increased its geographical presence by expanding into rural areas and increased its rural penetration to drive sales.

PROSPECTS AND OPPORTUNITIES

Fortification and healthier variants to drive the growth of sugar confectionery

Consumers in India are increasingly becoming aware of the sugar content in the food products they consume. Sugar intake has become a major concern, as it is a main reason for obesity in India. According to Euromonitor's Health and Nutrition Survey on Reasons to Avoid Sugar, 58% of Indian consumers said avoiding sugar makes them feel healthier, while 57% said they avoid sugar for weight loss or weight management. Consumers are therefore increasingly demanding healthier snacks and reduced/no sugar variants. As a result, sugar confectionery continues to face strong competition from health-oriented categories. Manufacturers are responding to this demand by either fortifying their products or reducing the sugar content. For instance, manufacturers have looked to fortification with vitamins as consumers are looking for functional benefits. Perfetti Van Melle has launched lollipops and fruit jellies fortified with vitamin C. As consumers are becoming increasingly health-conscious, this is how manufacturers are choosing to differentiate themselves, by leveraging their health positioning.

Innovation and cross-formatting to keep consumers interested

Due to the ever-changing demands of consumers, who want something new and exciting in sugar confectionery, manufacturers need to continuously innovate and keep adding new flavours and formats to keep consumers interested. Manufacturers are therefore introducing newer formats and variants. For instance, Perfetti Van Melle has introduced tennis ball-shaped gum which have a crunchy sugar confectionery coating and a centre filling of pineapple. The company has introduced this product at a price point of INR2 to cater to the masses. Another brand, Chupa Chups, has leveraged innovation to cater to customers looking for a differentiated experience. It has introduced Chupa Chups Mix'Up, a dual colour, dual flavoured lollipop. The brand has also introduced a new product which takes inspiration from multiple categories, lollipops and bubble gum. Manufacturers will continue to rely on innovation and cross-formatting to differentiate themselves from the competition.

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
- Boiled Sweets	43.7	43.0	42.8	41.6	42.0	42.1
- Liquorice	-	-	-	-	-	-
- Lollipops	4.4	4.5	4.6	4.4	4.6	4.7
- Medicated Confectionery	12.0	12.1	12.2	12.3	12.5	12.7
- Mints	38.4	41.1	42.7	41.2	41.1	41.9
-- Power Mints	9.2	9.7	10.2	9.3	9.9	10.4
-- Standard Mints	29.2	31.4	32.5	31.9	31.3	31.5
- Pastilles, Gummies, Jellies and Chews	24.7	26.5	28.1	27.6	29.2	30.7
- Toffees, Caramels and Nougat	159.2	166.8	172.5	172.4	181.9	188.9
- Other Sugar Confectionery	-	-	-	-	-	-
Sugar Confectionery	282.4	294.0	302.9	299.7	311.4	321.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
- Boiled Sweets	12,701.8	13,248.8	13,966.2	14,425.2	15,454.2	16,628.7
- Liquorice	-	-	-	-	-	-
- Lollipops	1,467.7	1,601.6	1,744.6	1,767.3	1,921.1	2,067.1
- Medicated Confectionery	6,504.5	7,008.6	7,534.3	7,927.6	8,458.7	9,060.1
- Mints	8,902.0	9,842.5	10,556.6	10,572.7	10,915.8	11,686.7
-- Power Mints	1,991.6	2,099.1	2,203.4	1,982.1	2,109.6	2,299.3
-- Standard Mints	6,910.4	7,743.4	8,353.2	8,590.6	8,806.2	9,387.4
- Pastilles, Gummies, Jellies and Chews	8,596.0	9,910.3	11,278.0	11,751.7	13,250.7	14,953.1
- Toffees, Caramels and Nougat	39,300.9	42,579.0	45,462.0	46,855.6	50,928.2	55,007.5
- Other Sugar Confectionery	-	-	-	-	-	-
Sugar Confectionery	77,473.0	84,190.9	90,541.8	93,300.0	100,928.7	109,403.2

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
- Boiled Sweets	0.2	-0.7	-3.7
- Liquorice	-	-	-
- Lollipops	2.2	1.4	7.3
- Medicated Confectionery	1.2	1.2	6.0
- Mints	1.9	1.7	9.0
-- Power Mints	5.8	2.4	12.7
-- Standard Mints	0.6	1.5	7.8
- Pastilles, Gummies, Jellies and Chews	4.9	4.4	24.2
- Toffees, Caramels and Nougat	3.8	3.5	18.6
- Other Sugar Confectionery	-	-	-

Sugar Confectionery	3.1	2.6	13.6
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
- Boiled Sweets	7.6	5.5	30.9
- Liquorice	-	-	-
- Lollipops	7.6	7.1	40.8
- Medicated Confectionery	7.1	6.9	39.3
- Mints	7.1	5.6	31.3
-- Power Mints	9.0	2.9	15.4
-- Standard Mints	6.6	6.3	35.8
- Pastilles, Gummies, Jellies and Chews	12.8	11.7	74.0
- Toffees, Caramels and Nougat	8.0	7.0	40.0
- Other Sugar Confectionery	-	-	-
Sugar Confectionery	8.4	7.1	41.2

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Gummies, Jellies and Chews	65.2	65.4	65.4	65.5	65.9	66.1
Pastilles	34.8	34.6	34.5	34.5	34.1	33.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Parle Products Pvt Ltd	16.6	16.6	17.1	16.9	16.7
ITC Ltd	15.9	15.9	16.0	15.2	14.8
Mondelez India Foods Pvt Ltd	7.5	7.6	7.9	7.9	8.2
Perfetti Van Melle India Pvt Ltd	8.1	7.9	6.7	7.6	7.8
Mapro Foods Pvt Ltd	3.3	3.8	4.0	4.3	4.5
Procter & Gamble Hygiene & Health Care Ltd	4.0	3.9	4.0	3.9	3.9
Nestlé India Ltd	3.3	3.2	3.3	3.4	3.4
DS Group	5.0	2.3	2.2	2.4	2.5
Inbisco India Pvt Ltd	1.7	1.9	2.0	2.1	2.1
Lotte India Corp Ltd	2.5	2.2	2.0	1.8	1.7
Ferrero India Pvt Ltd	0.9	0.8	0.8	0.8	0.9
Ravalgaon Sugar Farms Ltd	0.9	0.9	0.9	0.9	0.9

Mala's Fruit Products	0.6	0.6	0.6	0.6	0.7
Plethico	0.6	0.6	0.6	0.5	0.5
Pharmaceuticals Ltd					
Dabur India Ltd	0.4	0.4	0.5	0.5	0.5
Wrigley India Pvt Ltd	0.3	0.3	0.3	0.3	0.3
Fabs International	0.2	0.2	0.2	0.2	0.2
Hershey India Pvt Ltd	0.1	0.1	0.1	0.1	0.1
PGT Healthcare	-	-	-	-	-
Others	28.2	30.8	30.8	30.4	30.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Parle	Parle Products Pvt Ltd	11.0	11.3	11.2	11.0
Candyman (ITC Group)	ITC Ltd	11.0	11.1	10.5	10.2
Cadbury Choclairs (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	6.7	7.1	7.1	7.3
Alpenliebe (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	6.0	5.1	5.8	6.0
Kismi	Parle Products Pvt Ltd	4.6	4.8	4.8	4.8
Mint-O (ITC Group)	ITC Ltd	4.9	4.9	4.7	4.6
Falero	Mapro Foods Pvt Ltd	3.8	4.0	4.3	4.5
Vicks (Procter & Gamble Co, The)	Procter & Gamble Hygiene & Health Care Ltd	3.9	4.0	3.9	3.9
Eclairs (Nestlé SA)	Nestlé India Ltd	2.4	2.4	2.5	2.5
Pulse	DS Group	2.3	2.2	2.4	2.5
Kopiko (Mayora Indah Tbk PT)	Inbisco India Pvt Ltd	1.9	2.0	2.1	2.1
Londonderry (Parle Group)	Parle Products Pvt Ltd	0.9	1.0	1.0	1.0
Mentos (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	0.9	0.8	0.9	0.9
Coffy Bite (Lotte Group)	Lotte India Corp Ltd	1.2	1.1	1.0	0.9
Tic Tac (Ferrero & related parties)	Ferrero India Pvt Ltd	0.8	0.8	0.8	0.9
Polo (Nestlé SA)	Nestlé India Ltd	0.8	0.8	0.9	0.9
Halls (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.8	0.8	0.8	0.8
Coffee Break	Ravalgaon Sugar Farms Ltd	0.7	0.8	0.7	0.7
Froogle	Mala's Fruit Products	0.6	0.6	0.6	0.7
Chlor-Mint (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	0.7	0.6	0.6	0.6
Travisil	Plethico Pharmaceuticals Ltd	0.6	0.6	0.5	0.5
Dabur	Dabur India Ltd	0.4	0.5	0.5	0.5
Lacto King (Lotte Group)	Lotte India Corp Ltd	0.5	0.5	0.4	0.4
Fruit-tella (Perfetti Van Melle Group)	Perfetti Van Melle India Pvt Ltd	0.2	0.2	0.2	0.2

Frumato	Fabs International	0.2	0.2	0.2	0.2
Solano (Mars Inc)	Wrigley India Pvt Ltd	0.2	0.2	0.2	0.2
Ravalgaon	Ravalgaon Sugar Farms Ltd	0.2	0.2	0.2	0.2
Pim Pom (Mars Inc)	Wrigley India Pvt Ltd	0.1	0.1	0.1	0.1
Clorets (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.1	0.1	0.1	0.1
Nutrine (Hershey Co, The)	Hershey India Pvt Ltd	0.0	0.0	0.0	0.0
Others	Others	31.4	31.4	30.9	30.7
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.8	99.8	99.7	99.5	99.3	99.2
-- Grocery Retailers	95.3	95.0	94.6	94.3	94.0	93.8
--- Convenience Retail	0.7	0.9	1.0	1.1	1.1	1.1
---- Convenience Stores	0.5	0.6	0.7	0.7	0.7	0.7
---- Forecourt Retailers	0.2	0.3	0.3	0.3	0.3	0.4
--- Supermarkets	3.2	3.3	3.4	3.6	3.7	3.7
--- Hypermarkets	3.4	3.8	4.3	4.7	4.9	4.9
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	4.1	4.5	4.8	4.9	4.7	4.8
--- Small Local Grocers	83.8	82.5	81.1	80.0	79.6	79.4
-- Non-Grocery Retailers	4.5	4.8	5.2	5.2	5.3	5.3
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	4.5	4.8	5.2	5.2	5.3	5.3
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	0.2	0.2	0.3	0.5	0.7	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

'000 tonnes

	2022	2023	2024	2025	2026	2027
- Boiled Sweets	42.1	41.6	41.3	40.7	39.9	38.8
- Liquorice	-	-	-	-	-	-
- Lollipops	4.7	4.7	4.8	4.9	5.0	5.0
- Medicated Confectionery	12.7	12.8	12.9	12.9	13.0	13.1
- Mints	41.9	42.6	43.1	43.7	44.2	44.7
-- Power Mints	10.4	10.9	11.3	11.7	12.2	12.6
-- Standard Mints	31.5	31.7	31.8	31.9	32.0	32.1
- Pastilles, Gummies, Jellies and Chews	30.7	32.5	34.1	35.6	36.8	38.0
- Toffees, Caramels and Nougat	188.9	194.0	200.6	208.5	217.3	226.6
- Other Sugar Confectionery	-	-	-	-	-	-
Sugar Confectionery	321.0	328.3	336.9	346.3	356.2	366.2

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 46 Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

INR million

	2022	2023	2024	2025	2026	2027
- Boiled Sweets	16,628.7	16,751.3	16,956.8	17,100.1	17,132.6	16,985.4
- Liquorice	-	-	-	-	-	-
- Lollipops	2,067.1	2,078.4	2,103.9	2,137.8	2,168.4	2,174.7
- Medicated Confectionery	9,060.1	9,075.9	9,127.0	9,221.6	9,318.6	9,370.6
- Mints	11,686.7	11,685.6	11,724.7	11,796.9	11,851.0	11,851.6
-- Power Mints	2,299.3	2,317.1	2,338.9	2,367.6	2,394.8	2,413.2
-- Standard Mints	9,387.4	9,368.5	9,385.7	9,429.3	9,456.2	9,438.4
- Pastilles, Gummies, Jellies and Chews	14,953.1	15,931.5	16,918.6	17,881.4	18,841.7	19,805.7
- Toffees, Caramels and Nougat	55,007.5	55,671.1	56,670.7	57,906.8	59,275.9	60,469.9
- Other Sugar Confectionery	-	-	-	-	-	-
Sugar Confectionery	109,403.2	111,193.8	113,501.6	116,044.5	118,588.2	120,658.1

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 47 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

% volume growth

	2022/23	2022-27 CAGR	2022/27 Total
- Boiled Sweets	-1.1	-1.6	-7.8
- Liquorice	-	-	-
- Lollipops	0.7	1.3	6.7
- Medicated Confectionery	0.9	0.6	3.3
- Mints	1.6	1.3	6.6
-- Power Mints	4.3	3.9	20.9
-- Standard Mints	0.8	0.4	1.9
- Pastilles, Gummies, Jellies and Chews	6.1	4.4	23.9
- Toffees, Caramels and Nougat	2.7	3.7	20.0
- Other Sugar Confectionery	-	-	-

Sugar Confectionery	2.3	2.7	14.1
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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 48 **Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027**

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
- Boiled Sweets	0.7	0.4	2.1
- Liquorice	-	-	-
- Lollipops	0.5	1.0	5.2
- Medicated Confectionery	0.2	0.7	3.4
- Mints	0.0	0.3	1.4
-- Power Mints	0.8	1.0	5.0
-- Standard Mints	-0.2	0.1	0.5
- Pastilles, Gummies, Jellies and Chews	6.5	5.8	32.5
- Toffees, Caramels and Nougat	1.2	1.9	9.9
- Other Sugar Confectionery	-	-	-
Sugar Confectionery	1.6	2.0	10.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

ICE CREAM IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales rise by 22% in current terms in 2022 to INR122 billion
- Take-home ice cream is the best performing category in 2022, with retail value sales increasing by 23% in current terms to INR43.1 billion
- Gujarat Co-operative Milk Marketing Federation Ltd is the leading player in 2022, with a retail value share of 16%
- Retail sales are set to rise at a current value CAGR of 19% (2022 constant value CAGR of 14%) over the forecast period to INR297 billion

2022 DEVELOPMENTS

Ice cream in India on the road to recovery due to hot summer

Ice cream is expected to see significant retail volume and current value increases in India in 2022, after being particularly hard-hit during the pandemic in 2020, and seeing only slow recovery in 2021. The primary reason for the expectation of growth in sales of ice cream in 2022 is the heatwaves which swept the country during the summer months, when consumers resorted to ice cream for relief from the high temperatures. According to the Indian Meteorological Department (IMD), the average monthly temperature in the month of March 2022 was 33.1°C, which was the highest in the last 122 years. Alongside this, pandemic restrictions have virtually been eliminated, and people have returned to leaving their homes, with the situation almost back to the pre-COVID-19 level in terms of mobility. This has in turn led to the revival of out-of-home consumption of ice cream and growth in foodservice volumes. Although foodservice volumes are not expected to reach the pre-pandemic level of sales until 2023, the recovery in 2022 is set to continue to be significant. Growth would have been stronger, but due to supply shortages, the foodservice growth of ice cream has seen a significant slowdown.

Amul retains its lead in ice cream

Gujarat Co-operative Milk Marketing Federation is expected to maintain its lead in ice cream in value terms in 2022, thanks to its brand Amul, which is riding on the back of its strong distribution network and strong financial capability, which is helping it to navigate tough times. The company continues to innovate and introduce products catering to health-conscious consumers. It experiments with Indian flavours and ingredients when introducing new products. It introduced a variant called Isabcool, which has the ingredient isabgol, which aids with digestion. To keep up with the increasing demand for ice cream, the company plans to double its production capacity in the next two years. It currently manufactures ice cream at 17 plants in India, and plans to add nine new locations in the next year. The company is also planning to set up its first cone-making plant in Surat, Gujarat. It is also benefiting from its growing franchisee business.

Healthy products continue to see growth in 2022, due to permissible indulgence

The pandemic has led consumers to become more health-conscious, and this is reflecting in their food choices. The demand for healthier ice cream variants is on the rise. Products which have claims or positioning such as natural, free from artificial additives, reduced or no sugar are increasingly gaining popularity. In recent years, the proliferation of small manufacturers and artisanal players has been seen in the Indian market. An example of such players is Habbit Health and Nutrition, which claims that its products have less than 40 calories in each serving, contain no sugar, and are keto- and diabetic-friendly. Other examples are Minus 30, which makes vegan and sugar-free ice cream, and Noto, which claims to contain twice the protein and less sugar than most other ice cream. Other such brands that have emerged in the market include Good Fettle, Get-A-Whey, Bono, Baked Darzee, Bliss Please, Peko Peko and Nomou. These brands are not yet pan-India, but are gaining popularity, especially in urban areas. These manufacturers are catering to the increasing consumer demand for permissible indulgence, which is gaining popularity amongst increasingly health-conscious Indian consumers.

PROSPECTS AND OPPORTUNITIES

Health positioning to gain popularity, but high unit prices remain A challenge

People in India, especially those in urban areas, are becoming increasingly conscious about what they consume. As a result, manufacturers are tapping into this consumer need by introducing products with health claims, such as low calorie, reduced/no sugar, no artificial preservatives, etc. There is a proliferation of small brands operating in this space which have many health claims. However, the unit prices of such products are almost twice those of regular variants, or even higher. This hampers sales of these products at a mass level, as for the majority of Indian consumers the price point plays a greater role in their purchasing decision than health claims. There is therefore a massive opportunity for established players to introduce products with health claims which are cost-effective to tap into a larger consumer base. At the moment, healthy ice cream is still a niche and an urban phenomenon, but it has potential for growth in the forecast period, as consumers look for permissible indulgence, but also products which are at the same time cost-effective.

E-commerce to gain prominence, riding on the back of quick commerce

The pandemic led consumers to shop online during the testing times in 2020. As a source of comfort, some turned to confectionery and ice cream for mood management, as these act as comfort foods. Due to limited mobility and the closure of out-of-home channels, consumers started to order ice cream online, thus increasing sales of ice cream via e-commerce. This habit has remained, due to the convenience of this distribution channel and the wide variety of products available. The growth of e-commerce is primarily being driven by quick commerce, mainly due to the perishable nature of this product. There is huge potential, as the per capita consumption of ice cream is low compared with other countries. Quick commerce opens up the opportunity to push the at-home consumption of ice cream and compete with desserts. Established brands in India have partnered with quick commerce service providers such as Swiggy, Zomato, BigBasket, Dunzo and Blinkit. While out-of-home consumption has seen an uptick due to the increase in mobility as restrictions ease, quick commerce provides an avenue for manufacturers to also increase at-home consumption.

CATEGORY DATA

Table 49 Sales of Ice Cream by Category: Volume 2017-2022

million litres	2017	2018	2019	2020	2021	2022
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	566.0	640.3	721.9	394.4	416.3	483.1
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	347.3	396.0	450.2	259.0	273.2	317.1
- Single Portion Dairy Ice Cream	293.1	336.1	384.1	225.4	238.4	276.8
- Single Portion Water Ice Cream	54.2	60.0	66.1	33.6	34.8	40.3
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	218.6	244.3	271.7	135.4	143.1	166.0
- Take-Home Dairy Ice Cream	218.6	244.3	271.7	135.4	143.1	166.0
-- Bulk Dairy Ice Cream	217.5	243.0	270.3	134.6	142.3	165.1
-- Ice Cream Desserts	1.2	1.3	1.4	0.8	0.8	0.9
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 50 Sales of Ice Cream by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	117,801.7	138,685.0	162,522.1	92,040.6	100,234.4	122,484.3
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	73,985.0	87,024.6	101,861.7	60,433.3	65,344.5	79,417.4
- Single Portion Dairy Ice Cream	66,035.4	77,679.0	90,907.8	54,544.7	58,908.2	71,479.2
- Single Portion Water Ice Cream	7,949.6	9,345.5	10,953.9	5,888.7	6,436.3	7,938.1
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	43,816.7	51,660.4	60,660.4	31,607.3	34,889.8	43,066.9
- Take-Home Dairy Ice Cream	43,816.7	51,660.4	60,660.4	31,607.3	34,889.8	43,066.9
-- Bulk Dairy Ice Cream	43,356.4	51,117.2	60,021.8	31,211.3	34,476.9	42,544.5
-- Ice Cream Desserts	460.3	543.2	638.6	395.9	412.9	522.4
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 51 Sales of Ice Cream by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Ice Cream	-	-	-
Ice Cream	16.1	-3.1	-14.6
Frozen Yoghurt	-	-	-
Impulse Ice Cream	16.1	-1.8	-8.7
- Single Portion Dairy Ice Cream	16.1	-1.1	-5.6
- Single Portion Water Ice Cream	15.9	-5.7	-25.6
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	16.0	-5.4	-24.1
- Take-Home Dairy Ice Cream	16.0	-5.4	-24.1
-- Bulk Dairy Ice Cream	16.0	-5.4	-24.1
-- Ice Cream Desserts	18.0	-4.7	-21.3
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 52 Sales of Ice Cream by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Plant-based Ice Cream	-	-	-
Ice Cream	22.2	0.8	4.0
Frozen Yoghurt	-	-	-
Impulse Ice Cream	21.5	1.4	7.3
- Single Portion Dairy Ice Cream	21.3	1.6	8.2
- Single Portion Water Ice Cream	23.3	0.0	-0.1
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	23.4	-0.3	-1.7
- Take-Home Dairy Ice Cream	23.4	-0.3	-1.7
-- Bulk Dairy Ice Cream	23.4	-0.4	-1.9
-- Ice Cream Desserts	26.5	2.6	13.5
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 53 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

ranking	2017	2018	2019	2020	2021	2022
Vanilla	1	1	1	1	1	1
Chocolate	2	2	2	2	2	2

Strawberry	3	3	3	3	3	3
Butterscotch	4	4	4	4	4	4
Mango	5	5	5	5	5	5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 54 Sales of Impulse Ice Cream by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Cones	28.2	28.4	28.4	28.3	28.3	28.2
Sticks	39.6	39.7	39.7	39.6	39.7	39.8
Others	32.2	31.9	32.0	32.1	32.0	32.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 55 NBO Company Shares of Ice Cream: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	17.9	17.7	14.9	15.3	16.3
Hindustan Unilever Ltd	9.4	9.1	10.2	10.3	11.0
Devyani Food Industries Pvt Ltd	5.2	4.6	5.9	5.9	6.1
Hatsun Agro Products Ltd	5.4	5.5	5.4	5.4	5.8
Vadilal Industries Ltd	4.9	4.6	4.0	4.0	4.7
Mother Dairy Fruit & Vegetable Pvt Ltd	5.1	5.0	4.2	4.3	4.5
Havmor Foods Pvt Ltd	3.8	4.0	4.0	4.0	4.3
Dairy Classic Ice Creams Pvt Ltd	2.0	2.0	2.4	2.3	2.3
Punjab State Cooperative Milk Producers Federation Ltd, The	0.7	0.7	0.7	0.8	0.8
Others	45.7	46.7	48.3	47.9	44.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 56 LBN Brand Shares of Ice Cream: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Amul	Gujarat Co-operative Milk Marketing Federation Ltd	17.7	14.9	15.3	16.3
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	4.6	5.9	5.9	6.1

Arun	Hatsun Agro Products Ltd	5.5	5.3	5.4	5.7
Vadilal	Vadilal Industries Ltd	4.6	4.0	4.0	4.7
Mother Dairy (National Dairy Development Board)	Mother Dairy Fruit & Vegetable Pvt Ltd	5.0	4.2	4.3	4.5
Wall's (Unilever Group)	Hindustan Unilever Ltd	3.5	4.1	4.1	4.3
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	4.0	4.0	4.0	4.3
Cornetto (Unilever Group)	Hindustan Unilever Ltd	3.4	3.7	3.7	3.9
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.0	2.4	2.3	2.3
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.7	0.7	0.8	0.8
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Max (Unilever Group)	Hindustan Unilever Ltd	-	-	-	-
Others	Others	49.0	50.8	50.4	47.0
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 57 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	17.6	17.7	14.6	15.0	16.3
Hindustan Unilever Ltd	10.3	10.1	10.6	10.8	11.7
Devyani Food Industries Pvt Ltd	6.2	5.6	7.4	7.4	7.6
Hatsun Agro Products Ltd	5.8	5.9	5.5	5.5	5.9
Vadilal Industries Ltd	4.8	4.5	3.7	3.7	4.6
Mother Dairy Fruit & Vegetable Pvt Ltd	5.2	5.2	4.1	4.2	4.5
Havmor Foods Pvt Ltd	2.7	2.8	2.9	2.8	3.2
Dairy Classic Ice Creams Pvt Ltd	2.0	2.0	2.5	2.3	2.2
Punjab State Cooperative Milk Producers Federation Ltd, The	0.6	0.6	0.6	0.7	0.8
Others	44.8	45.6	48.1	47.5	43.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 58 LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Amul	Gujarat Co-operative Milk Marketing	17.7	14.6	15.0	16.3

Cream Bell (RJ Corp)	Federation Ltd				
	Devyani Food Industries Pvt Ltd	5.6	7.4	7.4	7.6
Cornetto (Unilever Group)	Hindustan Unilever Ltd	5.4	5.6	5.7	6.1
Arun	Hatsun Agro Products Ltd	5.9	5.5	5.5	5.9
Vadilal	Vadilal Industries Ltd	4.5	3.7	3.7	4.6
Mother Dairy (National Dairy Development Board)	Mother Dairy Fruit & Vegetable Pvt Ltd	5.2	4.1	4.2	4.5
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	2.8	2.9	2.8	3.2
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.0	2.5	2.3	2.2
Wall's (Unilever Group)	Hindustan Unilever Ltd	1.3	1.4	1.4	1.5
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.6	0.6	0.7	0.8
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Max (Unilever Group)	Hindustan Unilever Ltd	-	-	-	-
Others	Others	49.1	51.8	51.2	47.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 59 NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Gujarat Co-operative Milk Marketing Federation Ltd	18.4	17.8	15.4	15.7	16.4
Hindustan Unilever Ltd	7.7	7.5	9.3	9.3	9.7
Havmor Foods Pvt Ltd	5.8	5.9	6.3	6.1	6.3
Hatsun Agro Products Ltd	4.8	5.0	5.3	5.2	5.5
Vadilal Industries Ltd	5.1	4.8	4.6	4.5	4.8
Mother Dairy Fruit & Vegetable Pvt Ltd	4.8	4.7	4.4	4.3	4.6
Devyani Food Industries Pvt Ltd	3.5	2.9	3.1	3.1	3.2
Dairy Classic Ice Creams Pvt Ltd	2.0	2.1	2.2	2.2	2.4
Punjab State Cooperative Milk Producers Federation Ltd, The	0.8	0.8	0.8	0.8	0.9
Others	47.1	48.6	48.5	48.7	46.0
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 60 LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
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Amul	Gujarat Co-operative Milk Marketing Federation Ltd	17.8	15.4	15.7	16.4
Wall's (Unilever Group)	Hindustan Unilever Ltd	7.4	9.2	9.2	9.6
Havmor (Lotte Group)	Havmor Foods Pvt Ltd	5.9	6.3	6.1	6.3
Arun	Hatsun Agro Products Ltd	4.9	5.2	5.1	5.4
Vadilal	Vadilal Industries Ltd	4.7	4.6	4.5	4.7
Mother Dairy (National Dairy Development Board)	Mother Dairy Fruit & Vegetable Pvt Ltd	4.7	4.4	4.3	4.6
Cream Bell (RJ Corp)	Devyani Food Industries Pvt Ltd	2.9	3.1	3.1	3.2
Dairy Day	Dairy Classic Ice Creams Pvt Ltd	2.1	2.2	2.2	2.4
Verka	Punjab State Cooperative Milk Producers Federation Ltd, The	0.8	0.8	0.8	0.9
Havmor	Havmor Foods Pvt Ltd	-	-	-	-
Others	Others	48.8	48.8	49.0	46.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 61 Distribution of Ice Cream by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	100.0	99.8	99.6	98.7	98.3	98.2
-- Grocery Retailers	100.0	99.8	99.6	98.7	98.3	98.2
--- Convenience Retail	1.2	1.2	1.2	0.2	0.3	0.4
---- Convenience Stores	-	-	-	-	-	-
---- Forecourt Retailers	1.2	1.2	1.2	0.2	0.3	0.4
--- Supermarkets	5.4	5.8	6.3	4.2	4.8	5.0
--- Hypermarkets	6.7	7.1	7.5	7.4	7.6	7.8
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	53.1	51.6	50.1	53.3	51.8	50.2
--- Small Local Grocers	33.6	34.0	34.5	33.5	33.9	34.7
-- Non-Grocery Retailers	-	-	-	-	-	-
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery	-	-	-	-	-	-

Retailers						
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	-	0.2	0.4	1.3	1.7	1.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 62 Forecast Sales of Ice Cream by Category: Volume 2022-2027

million litres						
	2022	2023	2024	2025	2026	2027
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	483.1	558.0	643.0	737.9	843.6	959.0
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	317.1	365.1	418.7	478.5	544.5	615.9
- Single Portion Dairy Ice Cream	276.8	319.1	366.0	418.1	475.5	537.2
- Single Portion Water Ice Cream	40.3	46.0	52.8	60.4	69.0	78.7
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	166.0	192.9	224.2	259.4	299.1	343.1
- Take-Home Dairy Ice Cream	166.0	192.9	224.2	259.4	299.1	343.1
-- Bulk Dairy Ice Cream	165.1	191.8	223.0	258.0	297.5	341.3
-- Ice Cream Desserts	0.9	1.1	1.2	1.4	1.6	1.8
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 63 Forecast Sales of Ice Cream by Category: Value 2022-2027

INR million						
	2022	2023	2024	2025	2026	2027
Plant-based Ice Cream	-	-	-	-	-	-
Ice Cream	122,484.3	139,383.3	159,000.1	181,233.7	205,678.7	231,542.2
Frozen Yoghurt	-	-	-	-	-	-
Impulse Ice Cream	79,417.4	89,805.0	101,830.5	115,486.0	130,335.6	145,858.7
- Single Portion Dairy Ice Cream	71,479.2	80,683.0	91,308.3	103,405.2	116,477.6	130,092.8
- Single Portion Water Ice Cream	7,938.1	9,122.0	10,522.1	12,080.8	13,858.0	15,765.9
Unpackaged Ice Cream	-	-	-	-	-	-
Take-Home Ice Cream	43,066.9	49,578.3	57,169.6	65,747.7	75,343.1	85,683.5
- Take-Home Dairy Ice Cream	43,066.9	49,578.3	57,169.6	65,747.7	75,343.1	85,683.5
-- Bulk Dairy Ice Cream	42,544.5	48,969.2	56,462.4	64,939.3	74,424.0	84,649.1
-- Ice Cream Desserts	522.4	609.1	707.2	808.3	919.0	1,034.4
-- Multi-Pack Dairy Ice Cream	-	-	-	-	-	-

Cream						
- Take-Home Water Ice Cream	-	-	-	-	-	-
-- Bulk Water Ice Cream	-	-	-	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 64 Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Plant-based Ice Cream	-	-	-
Ice Cream	15.5	14.7	98.5
Frozen Yoghurt	-	-	-
Impulse Ice Cream	15.1	14.2	94.2
- Single Portion Dairy Ice Cream	15.3	14.2	94.1
- Single Portion Water Ice Cream	14.1	14.3	95.1
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	16.2	15.6	106.7
- Take-Home Dairy Ice Cream	16.2	15.6	106.7
-- Bulk Dairy Ice Cream	16.2	15.6	106.8
-- Ice Cream Desserts	15.2	13.8	90.9
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 65 Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
Plant-based Ice Cream	-	-	-
Ice Cream	13.8	13.6	89.0
Frozen Yoghurt	-	-	-
Impulse Ice Cream	13.1	12.9	83.7
- Single Portion Dairy Ice Cream	12.9	12.7	82.0
- Single Portion Water Ice Cream	14.9	14.7	98.6
Unpackaged Ice Cream	-	-	-
Take-Home Ice Cream	15.1	14.7	99.0
- Take-Home Dairy Ice Cream	15.1	14.7	99.0
-- Bulk Dairy Ice Cream	15.1	14.8	99.0
-- Ice Cream Desserts	16.6	14.6	98.0
-- Multi-Pack Dairy Ice Cream	-	-	-
- Take-Home Water Ice Cream	-	-	-
-- Bulk Water Ice Cream	-	-	-
-- Multi-Pack Water Ice Cream	-	-	-

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

SAVOURY SNACKS IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales rise by 5% in current terms in 2022 to INR478 billion
- Nuts, seed and trail mixes is the best performing category in 2022, with retail value sales growing by 12% in current terms to INR39.3 billion
- Haldiram Foods International Pvt Ltd is the leading player in 2022, with a retail value share of 13%
- Retail sales are set to rise at a current value CAGR of 9% (2022 constant value CAGR of 4%) over the forecast period to INR739 billion

2022 DEVELOPMENTS

Rise in on-the-go snacking as pandemic-led restrictions are removed

The pandemic restricted the movement of consumers in 2020 and 2021. However, with India's successful vaccination drive, the number of cases has come under control in 2022, thus leading to the removal of COVID-19 restrictions on travel, offices, and other such activities. With the resumption of the movement of people, on-the-go snacking occasions for the consumption of savoury snacks such as potato chips and puffed snacks have increased, thus contributing to retail volume and current value growth. However, rising inflation and resultant increases in unit prices have limited the rate of growth, as savoury snacks have become more expensive.

Manufacturers try to control operating costs amidst rising inflation

Rising inflation, triggered by the war in Ukraine, led to price inflation for edible oils, wheat and sugar, as well as other components, such as packaging. Rising crude oil prices also led to rises in freight costs, which ultimately led to a considerable increase in production costs for manufacturers. Because of high price-sensitivity amongst Indian consumers, manufacturers have been wary of raising the unit prices of savoury snacks, as it might have a negative impact on consumption. Amidst this situation, companies tried to control their operating costs while passing on the minimum possible price rises to customers. The product portfolios of these companies also became more focused on mass products.

Rising e-commerce penetration in tier-1 cities creates more opportunity for start-ups

Witnessing the huge potential of savoury snacks in India, in conjunction with the easy funding/financing options available, many start-ups and regional players have emerged in the market in recent years. However, these start-ups are primarily limited to urban areas in India, since they are leveraging e-commerce channels, where they have more visibility and are accessible to Indian consumers, as opposed to setting up a distribution network from scratch.

PROSPECTS AND OPPORTUNITIES

Consumers migrate from the unorganised to organised market, citing quality

The pandemic has accelerated demand, whilst bringing into focus the importance of quality controlled packaged food in India. Consumers now are more aware of the hygienic packaging, quality ingredients and nutritional value of packaged products. This rise in consumer awareness is expected to translate into increased responsibility for manufacturers to control their quality while maintaining their prices. In the forecast years, the growth of the organised market is expected to be higher than the unorganised market for the aforementioned reasons, thus driving the continued retail volume and current value growth of savoury snacks.

Rural demand to drive growth in the forecast period

Players in savoury snacks, such as PepsiCo, Haldiram Foods International, Bikaji Foods International and Balaji Wafers, have been targeting the rural population with smaller packaging, regional flavours, and elaborate distribution networks, along with targeted marketing efforts, leading to greater brand awareness and loyalty. The prices of their products are also aimed at the affordability of the mass rural market in India. This strategy has increased penetration in the rural market, and demand is expected to grow further in the future. Balaji, which was a regional brand, has grown due to offering more weight at the same price point as its competitors, and has grown due to this strategy. Other companies, such as Parle and ITC, offer packs of savoury snacks at INR5, INR10 and INR20, which are popular options for mass consumers. With increasing awareness and rising hygiene-consciousness amongst rural consumers, to move to packaged savoury snacks is expected to drive growth in the forecast period.

Growth of e-commerce to provide A boost to the category

In spite of the large market, there is still low penetration of e-commerce in India. E-commerce companies such as Zepto, Instamart and Dunzo are working towards reducing their delivery time while maintaining a low delivery cost. The operating hours of these websites are also extending – most of them now operate until 01.00hrs. Thus, these websites provide a good platform for customers who want a quick solution for their midnight craving or for last-minute purchases. With the competition building in this space, the service providers are only expected to become more efficient in terms of delivery time and price point offered – thus onboarding more customers. This phenomenon is expected to attract more consumers, thus providing a growth opportunity for savoury snacks manufacturers in India.

CATEGORY DATA

Summary 3 Other Savoury Snacks by Product Type: 2022

Product type

Spicy Thick Sev - MTR Snackup - Orkla Group

Chow Mixture - Maiyas Snacks - Maiyas Beverages & Foods Pvt Ltd

Navratan Mixture - Crax NamKeens - DFM Foods Ltd

Mung and Chana Dal - Balaji Namkeen - Balaji Wafers Pvt Ltd

Namkeen - Yellow Diamond - Prataap Snacks Pvt Ltd

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 66 Sales of Savoury Snacks by Category: Volume 2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
Meat Snacks	-	-	-	-	-	-
Seafood Snacks	-	-	-	-	-	-
Nuts, Seeds and Trail Mixes	70.9	74.2	77.3	77.9	80.4	83.7
Salty Snacks	521.1	576.3	641.1	685.6	739.7	783.9
- Potato Chips	188.1	206.2	224.5	231.3	232.2	222.3
- Tortilla Chips	1.8	2.0	2.3	2.7	3.0	3.5
- Puffed Snacks	331.2	368.1	414.2	451.6	504.5	558.1
- Rice Snacks	-	-	-	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-	-	-	-
Savoury Biscuits	225.8	238.8	251.8	252.4	260.4	270.8
Popcorn	6.4	6.7	7.2	7.5	8.0	8.7
Pretzels	-	-	-	-	-	-
Other Savoury Snacks	184.8	206.5	231.7	249.3	277.1	310.8
Savoury Snacks	1,009.0	1,102.5	1,209.1	1,272.7	1,365.6	1,457.9

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 67 Sales of Savoury Snacks by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
Meat Snacks	-	-	-	-	-	-
Seafood Snacks	-	-	-	-	-	-
Nuts, Seeds and Trail Mixes	22,352.9	25,415.3	28,770.1	31,134.1	35,088.2	39,270.7
Salty Snacks	170,842.6	196,025.8	224,836.3	246,026.6	262,888.2	273,264.9
- Potato Chips	83,483.0	96,256.0	109,828.0	118,435.2	124,688.6	127,556.4
- Tortilla Chips	1,075.5	1,233.3	1,395.7	1,544.2	1,728.2	1,854.0
- Puffed Snacks	86,284.2	98,536.5	113,612.6	126,047.2	136,471.4	143,854.5
- Rice Snacks	-	-	-	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-	-	-	-
Savoury Biscuits	44,385.2	49,232.1	54,391.6	56,964.7	61,687.1	64,537.0
Popcorn	2,799.5	3,072.6	3,540.9	3,881.1	4,384.9	4,660.6
Pretzels	-	-	-	-	-	-
Other Savoury Snacks	54,925.8	64,164.3	75,168.4	84,295.5	92,438.5	95,886.4
Savoury Snacks	295,306.0	337,910.0	386,707.3	422,302.1	456,486.8	477,619.6

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 68 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
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Meat Snacks	-	-	-
Seafood Snacks	-	-	-
Nuts, Seeds and Trail Mixes	4.0	3.4	18.0
Salty Snacks	6.0	8.5	50.4
- Potato Chips	-4.2	3.4	18.2
- Tortilla Chips	14.8	14.7	98.5
- Puffed Snacks	10.6	11.0	68.5
- Rice Snacks	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-
Savoury Biscuits	4.0	3.7	20.0
Popcorn	8.0	6.1	34.7
Pretzels	-	-	-
Other Savoury Snacks	12.2	11.0	68.2
Savoury Snacks	6.8	7.6	44.5

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 69 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

% current value growth	2021/22	2017-22 CAGR	2017/22 Total
Meat Snacks	-	-	-
Seafood Snacks	-	-	-
Nuts, Seeds and Trail Mixes	11.9	11.9	75.7
Salty Snacks	3.9	9.8	60.0
- Potato Chips	2.3	8.8	52.8
- Tortilla Chips	7.3	11.5	72.4
- Puffed Snacks	5.4	10.8	66.7
- Rice Snacks	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-
Savoury Biscuits	4.6	7.8	45.4
Popcorn	6.3	10.7	66.5
Pretzels	-	-	-
Other Savoury Snacks	3.7	11.8	74.6
Savoury Snacks	4.6	10.1	61.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 70 NBO Company Shares of Savoury Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Haldiram Foods	11.6	11.6	11.9	12.5	12.7
International Pvt Ltd					
Balaji Wafers Pvt Ltd	6.6	6.7	7.5	7.5	7.3
ITC Ltd	7.0	6.8	6.6	6.4	6.3
Parle Products Pvt Ltd	5.3	4.9	5.1	5.0	5.1
PepsiCo India Holdings	7.8	6.8	5.8	5.3	4.9
Pvt Ltd					
Bikaji Foods	2.5	2.6	2.8	3.0	3.0
International Ltd					
Prataap Snacks Pvt Ltd	4.4	4.1	3.3	3.0	2.9
Bikanervala Foods Pvt Ltd	2.6	2.6	2.6	2.5	2.5
Britannia Industries Ltd	1.9	1.7	1.8	1.7	1.8
DFM Foods Ltd	1.9	1.7	1.7	1.6	1.6

Saj Industries Pvt Ltd	1.5	1.5	1.6	1.5	1.5
Anmol Biscuits (P) Ltd	1.0	0.9	1.0	1.0	1.0
SM Foods Ltd	0.6	0.6	0.7	0.7	0.7
Agro Tech Foods Ltd	0.7	0.7	0.7	0.6	0.6
Surya Food & Agro Pvt Ltd	1.0	0.9	0.7	0.6	0.6
Laxmi Snacks Pvt Ltd	0.4	0.4	0.4	0.5	0.5
GreenDot Health Foods Ltd	0.3	0.3	0.2	0.3	0.3
Guiltfree Industries Ltd	0.5	0.5	0.3	0.2	0.2
Maiyas Beverages & Foods Pvt Ltd	0.1	0.1	0.1	0.1	0.1
Private Label	1.3	1.3	1.4	1.4	1.4
Others	41.1	43.3	43.9	44.5	45.1
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 71 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Haldiram's	Haldiram Foods International Pvt Ltd	9.9	10.1	10.6	10.8
Balaji	Balaji Wafers Pvt Ltd	6.7	7.5	7.5	7.3
Bingo! (ITC Group)	ITC Ltd	6.5	6.4	6.1	6.0
Parle	Parle Products Pvt Ltd	4.9	5.1	5.0	5.0
Bikaji (Bikaji Foods Pvt Ltd)	Bikaji Foods International Ltd	2.6	2.8	3.0	3.0
Yellow Diamond	Prataap Snacks Pvt Ltd	4.1	3.3	3.0	2.9
Lay's (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	3.7	3.2	2.9	2.7
Bikano	Bikanervala Foods Pvt Ltd	2.6	2.6	2.5	2.5
Kurkure (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	2.6	2.3	2.1	1.9
Taka Tak	Haldiram Foods International Pvt Ltd	1.7	1.8	1.9	1.9
Britannia	Britannia Industries Ltd	1.7	1.8	1.7	1.8
Crax	DFM Foods Ltd	1.7	1.7	1.6	1.6
Bisk Farm	Saj Industries Pvt Ltd	1.5	1.6	1.5	1.5
Anmol	Anmol Biscuits (P) Ltd	0.9	1.0	1.0	1.0
Act II (ConAgra Brands Inc)	Agro Tech Foods Ltd	0.7	0.7	0.6	0.6
Priyagold	Surya Food & Agro Pvt Ltd	0.9	0.7	0.6	0.6
Real Namkeens	Laxmi Snacks Pvt Ltd	0.4	0.4	0.5	0.5
Peppy	SM Foods Ltd	0.4	0.4	0.4	0.4
Piknik	SM Foods Ltd	0.3	0.3	0.3	0.3
Sunfeast (ITC Group)	ITC Ltd	0.3	0.3	0.3	0.3
Cornitos	GreenDot Health Foods Ltd	0.3	0.2	0.3	0.3
Uncle Chipps (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	0.4	0.3	0.2	0.2
Too Yumm! (RP-Sanjiv Goenka Group)	Guiltfree Industries Ltd	0.5	0.3	0.2	0.2
Maiyas Snacks	Maiyas Beverages & Foods Pvt Ltd	0.1	0.1	0.1	0.1
Cheetos (PepsiCo Inc)	PepsiCo India Holdings Pvt Ltd	0.1	0.0	0.0	0.0
Act II (ConAgra Foods Inc)	Agro Tech Foods Ltd	-	-	-	-
Aliva (PepsiCo Inc)	PepsiCo India Holdings	-	-	-	-

Private label	Pvt Ltd				
Others	Private Label	1.3	1.4	1.4	1.4
Total	Others	43.4	44.0	44.6	45.1
	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 72 Distribution of Savoury Snacks by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	100.0	100.0	100.0	100.0	100.0	99.9
-- Grocery Retailers	100.0	100.0	100.0	100.0	95.7	94.8
--- Convenience Retail	3.5	3.4	3.6	3.1	3.2	3.3
---- Convenience Stores	3.4	3.4	3.6	3.1	3.2	3.3
---- Forecourt Retailers	0.1	0.1	0.1	0.0	0.0	0.0
--- Supermarkets	5.2	5.3	5.3	6.1	4.1	3.9
--- Hypermarkets	7.5	7.5	7.6	8.2	7.4	8.3
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	-	-	-	-	-	-
--- Small Local Grocers	83.8	83.7	83.5	82.5	81.0	79.3
-- Non-Grocery Retailers	-	-	-	-	4.2	5.2
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	4.2	5.2
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	-	-	-	0.0	0.0	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 73 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

'000 tonnes	2022	2023	2024	2025	2026	2027
Meat Snacks	-	-	-	-	-	-
Seafood Snacks	-	-	-	-	-	-
Nuts, Seeds and Trail Mixes	83.7	87.4	91.8	96.1	100.8	105.7

Salty Snacks	783.9	846.2	912.0	978.6	1,042.4	1,110.4
- Potato Chips	222.3	228.9	236.2	243.0	249.6	255.9
- Tortilla Chips	3.5	4.0	4.6	5.2	5.9	6.6
- Puffed Snacks	558.1	613.3	671.3	730.5	787.0	847.8
- Rice Snacks	-	-	-	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-	-	-	-
Savoury Biscuits	270.8	283.7	299.8	316.9	335.1	354.3
Popcorn	8.7	9.4	10.3	11.4	12.7	14.0
Pretzels	-	-	-	-	-	-
Other Savoury Snacks	310.8	351.3	400.0	456.9	522.6	597.7
Savoury Snacks	1,457.9	1,578.0	1,713.9	1,860.0	2,013.5	2,182.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 74 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

INR million	2022	2023	2024	2025	2026	2027
Meat Snacks	-	-	-	-	-	-
Seafood Snacks	-	-	-	-	-	-
Nuts, Seeds and Trail Mixes	39,270.7	42,826.5	46,510.8	50,375.6	54,493.7	58,738.2
Salty Snacks	273,264.9	282,232.2	291,685.9	301,398.7	311,260.4	320,209.8
- Potato Chips	127,556.4	131,309.4	135,552.0	139,966.9	144,478.1	148,258.3
- Tortilla Chips	1,854.0	1,974.5	2,102.9	2,233.8	2,361.6	2,488.8
- Puffed Snacks	143,854.5	148,948.4	154,031.0	159,198.1	164,420.6	169,462.8
- Rice Snacks	-	-	-	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-	-	-	-
Savoury Biscuits	64,537.0	66,662.8	68,880.3	71,196.9	73,593.9	75,681.5
Popcorn	4,660.6	4,994.4	5,351.2	5,730.8	6,113.1	6,500.8
Pretzels	-	-	-	-	-	-
Other Savoury Snacks	95,886.4	99,610.0	103,522.2	107,349.6	111,056.3	114,706.6
Savoury Snacks	477,619.6	496,325.9	515,950.4	536,051.5	556,517.4	575,837.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 75 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Meat Snacks	-	-	-
Seafood Snacks	-	-	-
Nuts, Seeds and Trail Mixes	4.5	4.8	26.3
Salty Snacks	7.9	7.2	41.6
- Potato Chips	2.9	2.9	15.1
- Tortilla Chips	14.4	13.6	89.1
- Puffed Snacks	9.9	8.7	51.9
- Rice Snacks	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-
Savoury Biscuits	4.7	5.5	30.8
Popcorn	8.7	10.1	62.0
Pretzels	-	-	-
Other Savoury Snacks	13.0	14.0	92.3

Savoury Snacks	8.2	8.4	49.7
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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 76 Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
Meat Snacks	-	-	-
Seafood Snacks	-	-	-
Nuts, Seeds and Trail Mixes	9.1	8.4	49.6
Salty Snacks	3.3	3.2	17.2
- Potato Chips	2.9	3.1	16.2
- Tortilla Chips	6.5	6.1	34.2
- Puffed Snacks	3.5	3.3	17.8
- Rice Snacks	-	-	-
- Vegetable, Pulse and Bread Chips	-	-	-
Savoury Biscuits	3.3	3.2	17.3
Popcorn	7.2	6.9	39.5
Pretzels	-	-	-
Other Savoury Snacks	3.9	3.6	19.6
Savoury Snacks	3.9	3.8	20.6

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales rise by 4% in current terms in 2022 to INR486 billion
- Snack bars is the best performing category in 2022, with retail value sales increasing by 14% in current terms to INR1.6 billion
- Britannia Industries Ltd is the leading player in 2022, with a retail value share of 27%
- Retail sales are set to increase at a current value CAGR of 9% (2022 constant value CAGR of 4%) over the forecast period to INR753 billion

2022 DEVELOPMENTS

Increase in operating costs leads to price rises

Rising inflation, and increases in raw materials prices, labour costs, packaging costs and freight costs, have led to overall increases in operating costs for manufacturers of sweet biscuits, snack bars and fruit snacks. Companies have not been able to absorb these rising costs and have passed them on to customers, resulting in price rises for products in 2022. Although companies have tried to limit the rises as much as possible, customers have noticed prices increasing. Alternatively, some manufacturers have reduced the weight of their products, while keeping the price constant. In 2022, this is expected to lead to continued retail current value growth for manufacturers, whilst volume growth is set to stagnate.

Price-sensitive customers trade down to cheaper alternatives

Following rises in the prices of products, price-sensitive consumers have traded down to cheaper options, smaller pack sizes or substitutes. Since products such as sweet biscuits, snack bars and fruit snacks have more price elasticity, volume consumption has stagnated along with price hikes. Indian consumers, mainly from tier-3 cities and rural areas, have lower incomes per household. Hence, following price rises, demand has declined. However, consumers in tier-1 cities are less price-sensitive because of relatively higher incomes. Amidst the changing dynamics of customer preferences and changes in buying behaviour, some manufacturers have struggled to maintain their shares. A few brands launched new mass products with regional flavours in an attempt to capture share – for instance Britannia introduced Marie Gold Jeera biscuits, whilst Bonn Group launched 65g packets of biscuits priced at INR10.

PROSPECTS AND OPPORTUNITIES

Innovations in flavours, packaging and ingredients to drive growth

In an effort to capture more share, manufacturers are constantly innovating with new products, and this is set to continue. With the increasing health-consciousness of customers and

the mindful eating trend, manufacturers now have a defined target group which is willing to pay a premium for quality products. Companies are therefore constantly trying to improve their products in terms of calorific value, nutritional value, and taste, while also making their products more sustainable by reducing the plastic in their packaging, reducing their carbon footprint, and using indigenous ingredients such as millet. These innovations have piqued the interest of urban consumers, and this is expected to continue in the forecast years. Due to hectic lifestyles and growth in per capita income amongst urban customers, the demand for healthy sweet biscuits, snack bars and fruit snacks is expected to increase, which will drive the growth of the category in both retail volume and current value terms.

Start-ups and regional players to contribute to growth

Witnessing the huge growth potential of the total addressable market in India in terms of potential customers and consumer segments, many start-ups and regional players have entered this category. These manufacturers provide value in terms of product differentiation, such as low calorie, no preservatives, no harmful chemicals, sugar-free, zero-waste production, etc. Many of these ventures have been successful and have gained share in sweet biscuits, snack bars and fruit snacks. This trend, in conjunction with easy financing options, such as government financing for small and medium enterprises, venture capital and private equity firms interested in consumer products, and loans from banks, are expected to encourage more players to enter this category in the forecast years, thus helping to expand overall sales for this category.

Growth of the organised market to benefit sweet biscuits, snack bars and fruit snacks

Considering the need for hygienic and quality controlled products in India, sweet biscuits, snack bars and fruit snacks, which was initially fragmented in India, is becoming increasingly organised. As a pre-emptive measure to avoid illness, consumers are increasingly ready to pay a premium for packaged products. This trend is expected to continue in the forecast years, thus contributing to growth.

CATEGORY DATA

Table 77 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume
2017-2022

'000 tonnes	2017	2018	2019	2020	2021	2022
Fruit Snacks	73.3	79.0	84.5	88.6	92.4	91.3
- Dried Fruit	36.4	39.8	43.1	46.4	47.6	47.1
- Processed Fruit Snacks	36.9	39.2	41.4	42.2	44.8	44.2
Snack Bars	0.7	0.9	1.0	1.1	1.2	1.4
- Cereal Bars	0.5	0.5	0.6	0.7	0.7	0.8
- Protein/Energy Bars	0.3	0.3	0.4	0.4	0.5	0.5
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	2,129.5	2,200.1	2,214.8	2,364.4	2,413.2	2,435.7
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	431.4	467.2	497.5	551.2	556.5	543.9
- Filled Biscuits	252.5	264.9	273.5	272.2	284.0	295.1
- Plain Biscuits	1,436.7	1,458.7	1,434.2	1,531.6	1,562.7	1,587.4
- Wafers	9.0	9.3	9.6	9.5	10.0	9.4
Sweet Biscuits, Snack	2,203.5	2,280.0	2,300.3	2,454.2	2,506.9	2,528.4

Bars and Fruit Snacks

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 78 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

INR million	2017	2018	2019	2020	2021	2022
Fruit Snacks	41,411.3	48,985.1	57,041.1	63,715.4	69,660.8	73,476.3
- Dried Fruit	30,496.8	36,709.0	43,390.1	49,204.3	53,362.1	56,361.0
- Processed Fruit Snacks	10,914.5	12,276.1	13,651.1	14,511.1	16,298.7	17,115.3
Snack Bars	656.1	865.5	1,080.1	1,174.9	1,385.3	1,573.1
- Cereal Bars	356.4	456.5	570.9	669.5	802.7	899.0
- Protein/Energy Bars	299.7	409.0	509.2	505.4	582.6	674.1
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	283,639.6	308,665.5	328,330.9	368,080.8	395,479.1	410,558.4
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	83,916.1	96,083.9	107,806.2	125,635.4	133,990.1	139,858.9
- Filled Biscuits	61,003.2	66,676.5	71,877.3	78,921.3	85,961.1	90,714.7
- Plain Biscuits	135,126.3	142,012.1	144,113.6	158,675.3	170,051.0	174,372.8
- Wafers	3,594.0	3,893.0	4,533.8	4,848.9	5,476.9	5,611.9
Sweet Biscuits, Snack Bars and Fruit Snacks	325,707.0	358,516.1	386,452.1	432,971.1	466,525.1	485,607.8

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 79 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

% volume growth	2021/22	2017-22 CAGR	2017/22 Total
Fruit Snacks	-1.2	4.5	24.5
- Dried Fruit	-1.1	5.3	29.3
- Processed Fruit Snacks	-1.3	3.7	19.8
Snack Bars	12.1	13.8	90.7
- Cereal Bars	11.3	12.6	80.6
- Protein/Energy Bars	13.5	15.8	108.5
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	0.9	2.7	14.4
- Chocolate Coated Biscuits	-	-	-
- Cookies	-2.3	4.7	26.1
- Filled Biscuits	3.9	3.2	16.9
- Plain Biscuits	1.6	2.0	10.5
- Wafers	-6.1	0.9	4.8
Sweet Biscuits, Snack Bars and Fruit Snacks	0.9	2.8	14.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 80 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

% current value growth

	2021/22	2017-22 CAGR	2017/22 Total
Fruit Snacks	5.5	12.2	77.4
- Dried Fruit	5.6	13.1	84.8
- Processed Fruit Snacks	5.0	9.4	56.8
Snack Bars	13.6	19.1	139.8
- Cereal Bars	12.0	20.3	152.3
- Protein/Energy Bars	15.7	17.6	124.9
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	3.8	7.7	44.7
- Chocolate Coated Biscuits	-	-	-
- Cookies	4.4	10.8	66.7
- Filled Biscuits	5.5	8.3	48.7
- Plain Biscuits	2.5	5.2	29.0
- Wafers	2.5	9.3	56.1
Sweet Biscuits, Snack Bars and Fruit Snacks	4.1	8.3	49.1

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 81 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Britannia Industries Ltd	28.2	27.7	27.7	27.2	27.3
Parle Products Pvt Ltd	27.2	26.1	26.3	26.4	25.4
ITC Ltd	10.4	10.3	11.0	11.9	12.2
Anmol Biscuits (P) Ltd	3.0	3.0	2.9	3.0	3.1
Mondelez India Foods Pvt Ltd	1.6	1.7	1.8	1.9	2.2
Saj Industries Pvt Ltd	1.7	1.8	1.8	1.7	1.7
Unibic Foods India Pvt Ltd	1.1	1.3	1.4	1.4	1.4
Surya Food & Agro Pvt Ltd	2.3	2.1	1.7	1.4	1.3
Mrs Bector's Food Specialities Ltd	0.6	0.6	0.7	0.7	0.7
Ravi Foods Pvt Ltd	0.5	0.5	0.4	0.5	0.4
Enerlife India Pvt Ltd	0.3	0.5	0.4	0.4	0.4
Lion Dates Impex Pvt Ltd	0.3	0.4	0.3	0.3	0.3
FieldFresh Foods Pvt Ltd	0.3	0.3	0.3	0.3	0.3
Grove Ltd	0.2	0.2	0.2	0.2	0.2
Tierra Food India Pvt Ltd	0.1	0.1	0.1	0.2	0.1
Sproutlife Foods Pvt Ltd	0.1	0.1	0.1	0.1	0.1
A1 Chips & Exports India Pvt Ltd	0.1	0.2	0.1	0.1	0.1
Future Consumer Ltd	0.1	0.1	0.1	0.1	0.1
GlaxoSmithKline Consumer Healthcare Ltd	0.2	0.2	0.1	0.2	-
Cadbury India Ltd	-	-	-	-	-
Others	21.5	22.9	22.4	22.1	22.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 82 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Britannia	Britannia Industries Ltd	27.7	27.7	27.2	27.3
Parle	Parle Products Pvt Ltd	26.1	26.3	26.4	25.4
Sunfeast (ITC Group)	ITC Ltd	10.3	11.0	11.9	12.2
Anmol	Anmol Biscuits (P) Ltd	3.0	2.9	3.0	3.1
Oreo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	1.4	1.4	1.5	1.7
Bisk Farm	Saj Industries Pvt Ltd	1.8	1.8	1.7	1.7
Unibic (Modern Baking Co)	Unibic Foods India Pvt Ltd	1.3	1.4	1.4	1.4
Priyagold	Surya Food & Agro Pvt Ltd	2.1	1.7	1.4	1.3
Cremica	Mrs Bector's Food Specialities Ltd	0.6	0.7	0.7	0.7
Bournvita (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.4	0.4	0.3	0.4
Duke Wafers	Ravi Foods Pvt Ltd	0.5	0.4	0.5	0.4
Nabati (Nabati Group)	Enerlife India Pvt Ltd	0.5	0.4	0.4	0.4
Lion	Lion Dates Impex Pvt Ltd	0.4	0.3	0.3	0.3
Del Monte (Del Monte Pacific Ltd)	FieldFresh Foods Pvt Ltd	0.3	0.3	0.3	0.3
Groves	Grove Ltd	0.2	0.2	0.2	0.2
Banano	Tierra Food India Pvt Ltd	0.1	0.1	0.2	0.1
Yoga Bar	Sproutlife Foods Pvt Ltd	0.1	0.1	0.1	0.1
A1 Chips	A1 Chips & Exports India Pvt Ltd	0.2	0.1	0.1	0.1
Tasty Treat (Private Label)	Future Consumer Ltd	0.1	0.1	0.1	0.1
Horlicks (Unilever Group)	GlaxoSmithKline Consumer Healthcare Ltd	-	0.1	0.2	-
Horlicks (GlaxoSmithKline Plc)	GlaxoSmithKline Consumer Healthcare Ltd	0.2	-	-	-
Bytes (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Oreo (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Others	Others	22.9	22.4	22.2	22.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 83 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Britannia Industries Ltd	32.8	32.6	32.5	32.0	32.3
Parle Products Pvt Ltd	31.6	30.7	30.9	31.1	30.0
ITC Ltd	12.1	12.1	13.0	14.0	14.5
Anmol Biscuits (P) Ltd	3.5	3.5	3.5	3.5	3.7
Mondelez India Foods Pvt Ltd	1.9	2.0	2.1	2.2	2.7
Saj Industries Pvt Ltd	2.0	2.2	2.1	2.0	2.0

Unibic Foods India Pvt Ltd	1.3	1.5	1.6	1.7	1.7
Surya Food & Agro Pvt Ltd	2.7	2.5	2.0	1.7	1.6
Mrs Bector's Food Specialities Ltd	0.7	0.7	0.8	0.8	0.8
Ravi Foods Pvt Ltd	0.6	0.6	0.5	0.5	0.5
Enerlife India Pvt Ltd	0.4	0.5	0.5	0.5	0.5
Future Consumer Ltd	0.1	0.1	0.1	0.1	0.1
GlaxoSmithKline Consumer Healthcare Ltd	0.2	0.2	0.2	0.2	-
Cadbury India Ltd	-	-	-	-	-
Future Value Retail Ltd	-	-	-	-	-
Others	10.1	10.6	10.1	9.6	9.6
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 84 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Britannia	Britannia Industries Ltd	32.6	32.5	32.0	32.3
Parle	Parle Products Pvt Ltd	30.7	30.9	31.1	30.0
Sunfeast (ITC Group)	ITC Ltd	12.1	13.0	14.0	14.5
Anmol	Anmol Biscuits (P) Ltd	3.5	3.5	3.5	3.7
Oreo (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	1.6	1.7	1.7	2.0
Bisk Farm	Saj Industries Pvt Ltd	2.2	2.1	2.0	2.0
Unibic (Modern Baking Co)	Unibic Foods India Pvt Ltd	1.5	1.6	1.7	1.7
Priyagold	Surya Food & Agro Pvt Ltd	2.5	2.0	1.7	1.6
Cremica	Mrs Bector's Food Specialities Ltd	0.7	0.8	0.8	0.8
Bournvita (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	0.4	0.4	0.4	0.5
Duke Wafers	Ravi Foods Pvt Ltd	0.6	0.5	0.5	0.5
Nabati (Nabati Group)	Enerlife India Pvt Ltd	0.5	0.5	0.5	0.5
Tasty Treat (Private Label)	Future Consumer Ltd	0.1	0.1	0.1	0.1
Cadbury Chocobakes (Mondelez International Inc)	Mondelez India Foods Pvt Ltd	-	0.0	0.1	0.1
Horlicks (Unilever Group)	GlaxoSmithKline Consumer Healthcare Ltd	-	0.2	0.2	-
Horlicks (GlaxoSmithKline Plc)	GlaxoSmithKline Consumer Healthcare Ltd	0.2	-	-	-
Bytes (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Oreo (Mondelez International Inc)	Cadbury India Ltd	-	-	-	-
Tasty Treat (Private Label)	Future Value Retail Ltd	-	-	-	-
Others	Others	10.6	10.1	9.6	9.6
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 85 NBO Company Shares of Snack Bars: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Sproutlife Foods Pvt Ltd	24.6	32.2	42.7	43.9	45.6
Naturell India Pvt Ltd	36.1	30.0	28.4	25.1	23.8
General Mills India Pvt Ltd	6.8	5.7	6.0	6.3	6.2
365 Build Technologies Pvt Ltd	2.2	1.2	1.0	1.0	1.0
Others	30.2	30.9	21.8	23.7	23.4
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 86 LBN Brand Shares of Snack Bars: % Value 2019-2022

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Yoga Bar	Sproutlife Foods Pvt Ltd	32.2	42.7	43.9	45.6
RiteBite Max Protein (USP Zdrowie Sp zoo)	Naturell India Pvt Ltd	14.8	14.1	12.5	12.3
RiteBite Breakfast Bars	Naturell India Pvt Ltd	14.4	13.7	12.2	11.2
Nature Valley (General Mills Inc)	General Mills India Pvt Ltd	5.7	6.0	6.3	6.2
HYP Protien bar	365 Build Technologies Pvt Ltd	1.2	1.0	1.0	1.0
RiteBite	Naturell India Pvt Ltd	0.8	0.5	0.4	0.3
RiteBite Max Protein (Naturell AB)	Naturell India Pvt Ltd	-	-	-	-
Others	Others	30.9	21.8	23.7	23.4
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 87 NBO Company Shares of Fruit Snacks: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Lion Dates Impex Pvt Ltd	2.5	2.4	2.3	2.3	2.3
FieldFresh Foods Pvt Ltd	1.9	2.0	2.0	2.0	2.1
Grove Ltd	1.1	1.1	1.1	1.0	1.0
Tierra Food India Pvt Ltd	1.0	1.0	1.0	1.0	1.0
A1 Chips & Exports India Pvt Ltd	1.0	1.0	1.0	0.9	0.8
Karthika Chips Pvt Ltd	0.3	0.3	0.3	0.3	0.3
Kumari Chips Pvt Ltd	0.2	0.2	0.2	0.2	0.2
Others	92.0	92.0	92.2	92.3	92.2
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 88 LBN Brand Shares of Fruit Snacks: % Value 2019-2022

% retail value rsp					
Brand (GBO)	Company (NBO)	2019	2020	2021	2022
Lion	Lion Dates Impex Pvt Ltd	2.4	2.3	2.3	2.3
Del Monte (Del Monte Pacific Ltd)	FieldFresh Foods Pvt Ltd	2.0	2.0	2.0	2.1
Groves	Grove Ltd	1.1	1.1	1.0	1.0
Banano	Tierra Food India Pvt Ltd	1.0	1.0	1.0	1.0
A1 Chips	A1 Chips & Exports India Pvt Ltd	1.0	1.0	0.9	0.8
Karthika Chips	Karthika Chips Pvt Ltd	0.3	0.3	0.3	0.3
Kumari Chips	Kumari Chips Pvt Ltd	0.2	0.2	0.2	0.2
Others	Others	92.0	92.2	92.3	92.2
Total	Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 89 Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.0	98.8	98.4	97.8	97.7	97.3
-- Grocery Retailers	98.9	98.7	98.4	97.8	96.7	96.4
--- Convenience Retail	0.5	0.6	0.6	0.6	0.8	0.8
---- Convenience Stores	0.5	0.5	0.6	0.6	0.6	0.6
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.2	0.2
--- Supermarkets	4.0	4.3	4.6	4.2	4.1	4.3
--- Hypermarkets	4.7	4.8	5.1	4.7	4.6	4.6
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	3.1	3.1	3.0	2.5	2.5	2.5
--- Small Local Grocers	86.7	86.0	85.1	85.7	84.7	84.2
-- Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.0	1.0
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	0.0	0.0	0.0	0.0	0.0	0.0
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.0	0.9

-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	1.0	1.2	1.6	2.2	2.3	2.7
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 90 Distribution of Sweet Biscuits by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	98.9	98.6	98.3	97.5	97.4	97.0
-- Grocery Retailers	98.8	98.6	98.2	97.5	96.2	95.8
--- Convenience Retail	0.1	0.1	0.1	0.1	0.1	0.1
---- Convenience Stores	0.1	0.1	0.1	0.1	0.1	0.1
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.0	0.0
--- Supermarkets	3.6	3.9	4.2	3.6	3.5	3.7
--- Hypermarkets	4.1	4.1	4.2	3.8	3.6	3.6
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	3.5	3.5	3.4	2.9	2.9	2.9
--- Small Local Grocers	87.6	87.0	86.3	87.0	86.1	85.6
-- Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.2	1.1
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	0.1	0.0	0.0	0.0	1.2	1.1
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	1.1	1.4	1.7	2.5	2.6	3.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 91 Distribution of Snack Bars by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	81.7	77.7	72.0	71.9	72.0	71.6
-- Grocery Retailers	80.3	76.5	71.0	71.1	71.2	70.8
--- Convenience Retail	5.2	4.3	3.7	3.9	3.9	3.9

---- Convenience Stores	4.4	3.5	3.0	3.1	3.1	3.1
---- Forecourt Retailers	0.8	0.7	0.7	0.8	0.8	0.8
--- Supermarkets	24.3	24.5	23.2	23.6	23.8	23.6
--- Hypermarkets	26.1	26.7	25.5	24.7	25.2	25.6
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	0.3	0.3	0.2	0.2	0.2	0.2
--- Small Local Grocers	24.4	20.8	18.3	18.6	18.1	17.4
-- Non-Grocery Retailers	1.4	1.2	1.0	0.9	0.8	0.8
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-
--- Health and Beauty Specialists	1.4	1.2	1.0	0.9	0.8	0.8
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	18.3	22.3	28.0	28.1	28.0	28.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 92 Distribution of Fruit Snacks by Format: % Value 2017-2022

% retail value rsp	2017	2018	2019	2020	2021	2022
Retail Channels	100.0	100.0	100.0	100.0	100.0	100.0
- Retail Offline	99.9	99.9	99.9	99.8	99.8	99.7
-- Grocery Retailers	99.9	99.9	99.9	99.8	99.8	99.7
--- Convenience Retail	3.3	3.4	3.5	3.6	4.3	4.5
---- Convenience Stores	3.2	3.3	3.5	3.5	3.6	3.7
---- Forecourt Retailers	0.1	0.1	0.1	0.1	0.7	0.7
--- Supermarkets	6.2	6.4	6.6	6.9	7.1	7.2
--- Hypermarkets	8.6	9.0	9.5	9.6	9.9	10.1
--- Discounters	-	-	-	-	-	-
--- Warehouse Clubs	-	-	-	-	-	-
--- Food/drink/tobacco specialists	0.3	0.3	0.2	0.2	0.2	0.2
--- Small Local Grocers	81.6	80.9	79.9	79.5	78.2	77.8
-- Non-Grocery Retailers	-	-	-	-	-	-
--- General Merchandise Stores	-	-	-	-	-	-
--- Apparel and Footwear Specialists	-	-	-	-	-	-
--- Appliances and Electronics Specialists	-	-	-	-	-	-
--- Home Products Specialists	-	-	-	-	-	-

--- Health and Beauty Specialists	-	-	-	-	-	-
--- Leisure and Personal Goods Specialists	-	-	-	-	-	-
--- Other Non-Grocery Retailers	-	-	-	-	-	-
-- Vending	-	-	-	-	-	-
-- Direct Selling	-	-	-	-	-	-
- Retail E-Commerce	0.1	0.1	0.1	0.2	0.2	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 93 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
Volume 2022-2027**

'000 tonnes	2022	2023	2024	2025	2026	2027
Fruit Snacks	91.3	96.4	101.3	106.3	111.3	116.4
- Dried Fruit	47.1	48.6	50.0	51.4	52.5	53.6
- Processed Fruit Snacks	44.2	47.8	51.3	55.0	58.8	62.8
Snack Bars	1.4	1.5	1.7	2.0	2.2	2.5
- Cereal Bars	0.8	0.9	1.0	1.1	1.3	1.4
- Protein/Energy Bars	0.5	0.6	0.7	0.8	0.9	1.1
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	2,435.7	2,515.9	2,590.7	2,658.3	2,713.6	2,771.0
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	543.9	595.8	649.5	702.9	748.3	795.6
- Filled Biscuits	295.1	304.6	313.7	322.4	330.6	339.1
- Plain Biscuits	1,587.4	1,605.9	1,617.7	1,623.0	1,624.6	1,626.1
- Wafers	9.4	9.6	9.8	10.0	10.1	10.1
Sweet Biscuits, Snack Bars and Fruit Snacks	2,528.4	2,613.8	2,693.8	2,766.6	2,827.1	2,889.9

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 94 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category:
Value 2022-2027**

INR million	2022	2023	2024	2025	2026	2027
Fruit Snacks	73,476.3	76,099.9	79,071.6	82,226.6	85,348.3	88,445.4
- Dried Fruit	56,361.0	57,815.7	59,512.7	61,280.2	62,938.3	64,506.7
- Processed Fruit Snacks	17,115.3	18,284.3	19,558.9	20,946.4	22,410.0	23,938.7
Snack Bars	1,573.1	1,813.4	2,079.1	2,376.4	2,704.9	3,070.0
- Cereal Bars	899.0	1,032.2	1,183.2	1,349.3	1,538.1	1,750.1
- Protein/Energy Bars	674.1	781.2	895.8	1,027.0	1,166.8	1,319.9
- Fruit and Nut Bars	-	-	-	-	-	-
Sweet Biscuits	410,558.4	429,359.4	448,157.6	467,185.5	480,872.7	494,925.6
- Chocolate Coated Biscuits	-	-	-	-	-	-
- Cookies	139,858.9	153,213.9	167,052.7	180,821.7	192,555.6	204,750.1
- Filled Biscuits	90,714.7	94,099.4	96,798.6	99,516.0	102,027.6	104,491.9

- Plain Biscuits	174,372.8	176,187.9	178,219.1	180,561.8	179,896.1	179,192.2
- Wafers	5,611.9	5,858.1	6,087.1	6,285.9	6,393.4	6,491.5
Sweet Biscuits, Snack Bars and Fruit Snacks	485,607.8	507,272.7	529,308.2	551,788.5	568,925.9	586,441.0

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 95 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

% volume growth	2022/23	2022-27 CAGR	2022/27 Total
Fruit Snacks	5.6	5.0	27.5
- Dried Fruit	3.3	2.6	13.9
- Processed Fruit Snacks	8.0	7.2	41.9
Snack Bars	12.5	12.8	82.7
- Cereal Bars	11.5	11.8	74.7
- Protein/Energy Bars	14.0	14.3	94.9
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	3.3	2.6	13.8
- Chocolate Coated Biscuits	-	-	-
- Cookies	9.5	7.9	46.3
- Filled Biscuits	3.2	2.8	14.9
- Plain Biscuits	1.2	0.5	2.4
- Wafers	2.4	1.5	7.9
Sweet Biscuits, Snack Bars and Fruit Snacks	3.4	2.7	14.3

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 96 Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

% constant value growth	2022/2023	2022-27 CAGR	2022/27 Total
Fruit Snacks	3.6	3.8	20.4
- Dried Fruit	2.6	2.7	14.5
- Processed Fruit Snacks	6.8	6.9	39.9
Snack Bars	15.3	14.3	95.2
- Cereal Bars	14.8	14.3	94.7
- Protein/Energy Bars	15.9	14.4	95.8
- Fruit and Nut Bars	-	-	-
Sweet Biscuits	4.6	3.8	20.5
- Chocolate Coated Biscuits	-	-	-
- Cookies	9.5	7.9	46.4
- Filled Biscuits	3.7	2.9	15.2
- Plain Biscuits	1.0	0.5	2.8
- Wafers	4.4	3.0	15.7
Sweet Biscuits, Snack Bars and Fruit Snacks	4.5	3.8	20.8

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources