

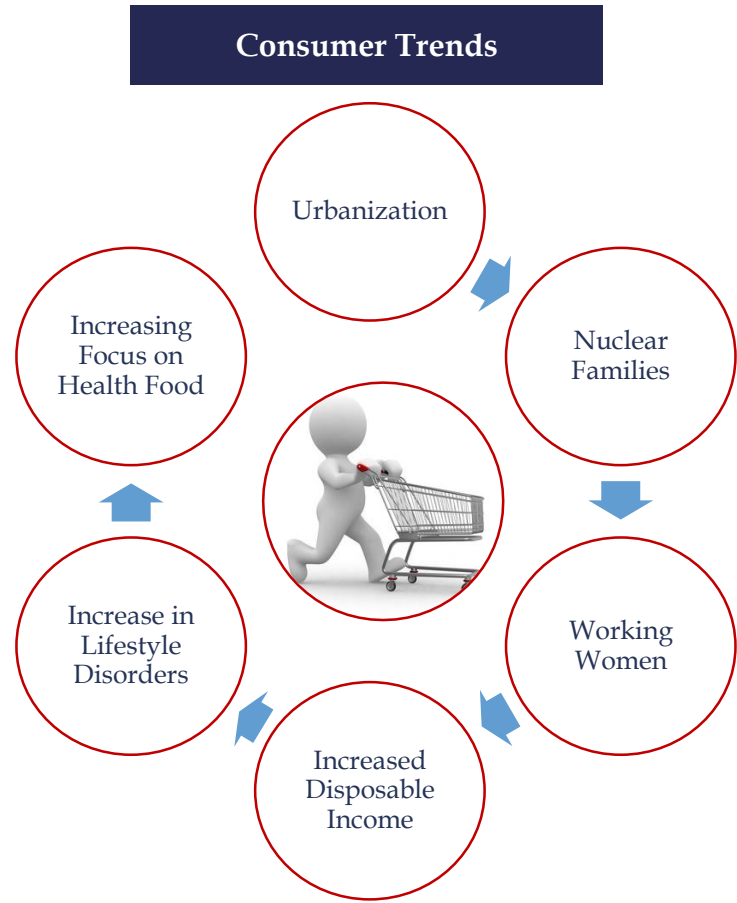
Report on Health Food & Beverages Market in India

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Preamble

- Strong economic growth in India since the last fifteen years has brought significant changes in dietary habits, nutritional status and lifestyle. This has resulted in a shift from communicable to non-communicable diseases being more common.
- In addition, cultural factors and current eating habits are making Indians prone to weight issues. This when combined with consumers judging themselves on international body image parameters, there is a strong push for health & wellness.
- Preference for health snacks instead of full meal during busy and long working schedules has been gradually increasing.
- There is also increased awareness about health food available in international markets and a willingness to experiment.
- As a result, there is a gradual rise in awareness of eating healthy and changing food habits to cater to that need.
- Health & wellness has transformed from being a niche category addressing a select few to a more mainstream concept and encompasses the hygiene, curative and enhancement needs of the consumer.
- While other segments such as fitness products & services and cosmetic treatments continue to grow, three segments, namely, wellness food & beverages, hair & skincare and alternate therapy services account for more than half of the wellness market in India. The wellness market is expected to grow to INR xxx by FY 20xx.
- This report has been prepared with a focus on the wellness food and beverage segment of the Health & Wellness market in India with a special focus on the “Better for You” sub-segment and its constituents.



HEALTH FOOD & BEVERAGES MARKET IN INDIA

Market Overview

IMAGE

- The global healthy eating, nutrition and weight loss market was estimated at USD xxx billion in 20xx and grew at a healthy rate of xx% between 2013-20xx. This trend is expected to continue in the future.
- Growth in nutrition F&B is being driven by
- India ranks
- In 20xx, the Indian health food and beverages market was estimated at INR xxx billion and is estimated to grow at xx% p.a. till 20xx.
- Health food and beverages can be classified into the following four segments:

Fortified Foods & Beverages (FFB)

xx%

- FFB is the largest sub-segment in health foods and beverages market, with a market share of xx%.
-
-

Products under the segment

-
-
-
-

Dietary Supplements (DS)

xx%

- DS account for around 23% of health foods and beverages market.
- Multi vitamin tablets are well entrenched due to their long established association with health benefits in consumer's mind. Traditional herbal dietary supplements are also gaining popularity as companies are focussing on R&D to address taste barriers.

-
-
-
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Market Overview (Cont'd)

**Naturally
Healthy (NH)**

xx%

- The NH segment accounted for xx% of the health food and beverage market.
-

Products under the segment

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-
-

**Better For You
(BFY)**

xx%

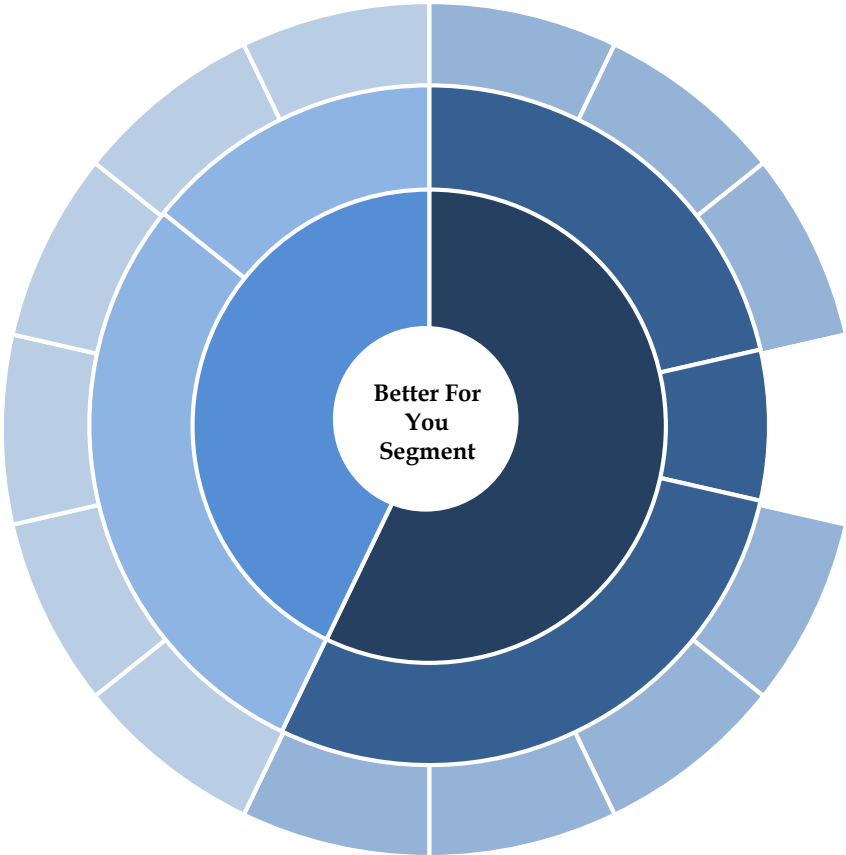
- BFY products are typically perceived by consumers as being 'less unhealthy' than their regular counterparts, and hence find relevance in a number of indulgence food categories such as cola beverages, chips, chocolates, confectionery etc.
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IMAGE

The Focus Product Segment - BFY

For the purpose of the report, we have focused on BFY segment. The BFY segment can be further divided between snacks and beverages categories. The following chart depicts the BFY products covered in the report. The market for each of these segments is explained in the next slides.



Chips & Crisps

**Global
Market**

- Potato chips dominate global chips market followed by xxx chips.
- Many start-ups have emerged to cater to consumers' new tastes and big food groups such as
- Nearly xx% of product launches in global snacks market were positioned based on health platform.

Product
Launches

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Chips & Crisps (cont'd..)

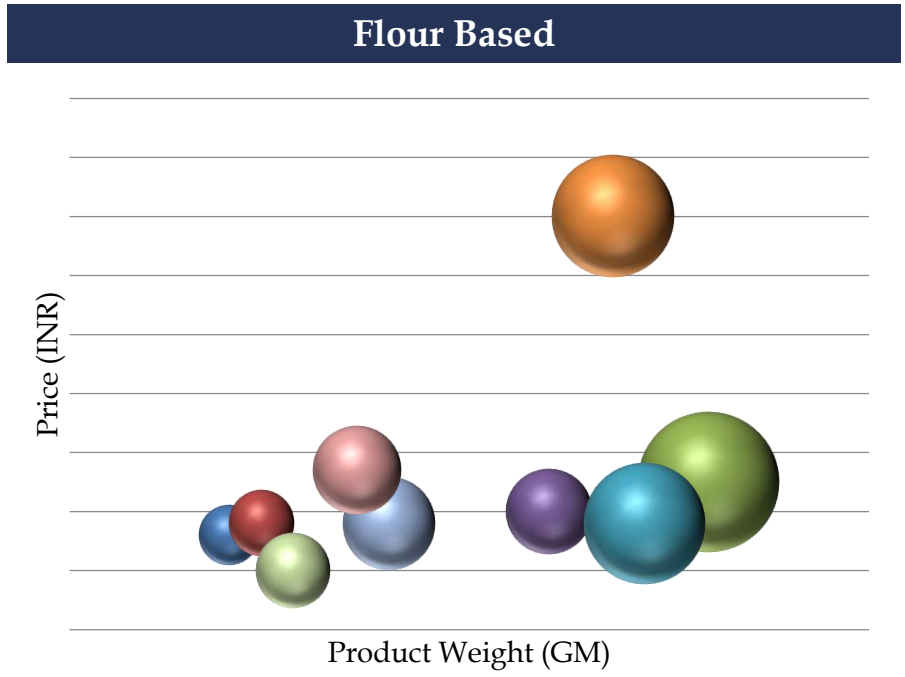
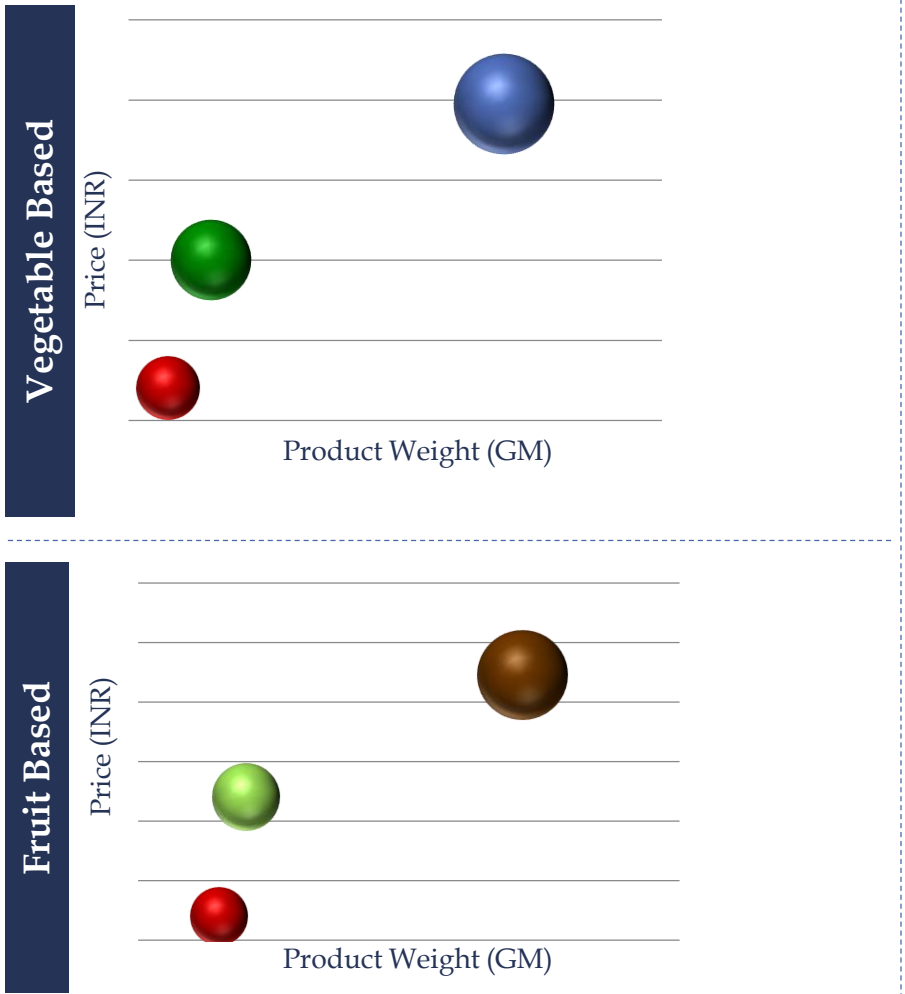
India Market

- Organised chips is one of the largest segments of packaged snacks market in India:
 - Market size in 20xx: INR xx billion
 - Potato chips accounts for xx% of the market
 - Remaining xx% of the market mainly comprises xxx.
-
- New trends in the health chips and crisps segment include:
 -
 -
 -
 -
-
- Some of prominent Indian players in this category are:
 -
 -
 -
-

IMAGE

Chips & Crisps (cont'd..)

The below charts represent the brands available in India for chips and crisps segment along with information on their prices and quantity sold. The bubble sizes and the numbers mentioned in it represent the calories.



Nutrition Bars

Global Market

- In 20xx, the global nutrition bars market was estimated at USD xx billion.
-
-

IMAGE

India Market

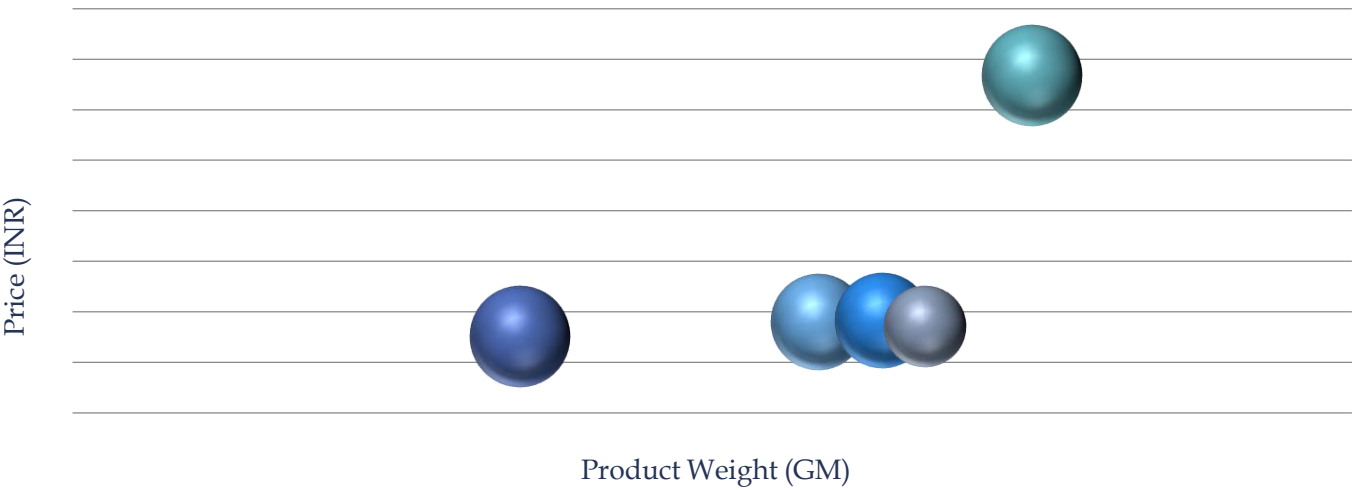
- In India, nutrition bars has been gaining popularity since last xx years.
- In 20xx, the nutrition bars market in India was pegged at around INR xxx and is projected to grow at xx% for next xx years.
 -
 -
 -

Nutrition Bars (cont'd..)

India Market

-
-
-

The below charts represent the brands available in India for nutrition bars segment along with information on their prices and quantity sold. The bubble sizes and the numbers mentioned in it represent the calories.



Gourmet Popcorn

Global Market

- The global popcorn market is projected to reach USD xx billion by year 20xx.
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-

India Market

-
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-
-
-
-

IMAGE

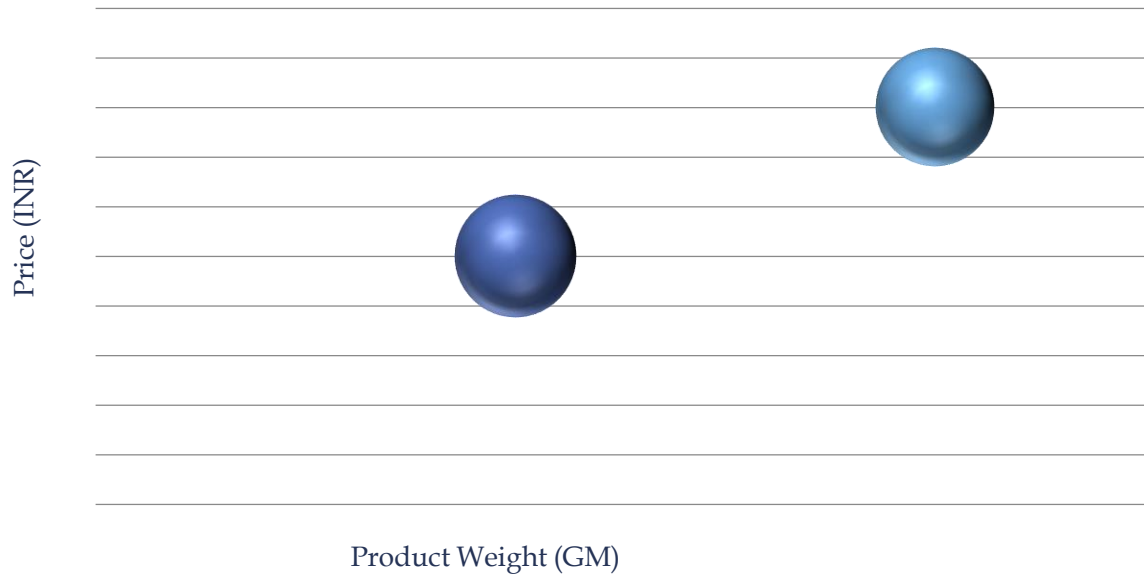
Source: News Articles and Web Articles, foodbusinessnews.com, vccircle.com

Gourmet Popcorn (cont'd..)

India Market

-
-
-

The below charts represent the brands available in India for gourmet popcorn segment along with information on their prices and quantity sold.



IMAGE

Cheese

Global Market

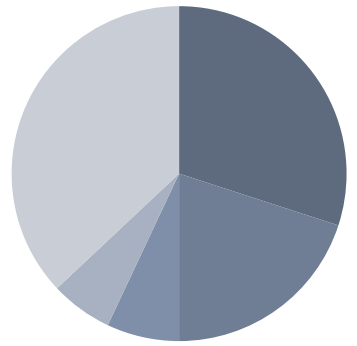
- In 20xx, the global cheese production volumes reached xx million tonnes and are expected to reach xx million tonnes by 20xx, projected to grow at xx% p.a.
-
-
-

Indian Market

- In 20xx, the Indian cheese market was pegged at around USD xx million and is projected to grow at xx% p.a. till 20xx.
-
-
-
-
-

IMAGE

City Wise Market Share (%)



Other Healthy Snacks

Other Healthy Snacks Available In Indian Market

Baked Snacks	xxx
	xxx
	xxx
Flavoured Nuts	xxx
	xxx
	xxx
	xxx
	xxx
Flavoured Seeds	xxx
	xxx
	xxx
	xxx
	xxx

- The health snack market is flooded with many unorganised players catering to local demand as well as some home-grown brands offering a wide range of products.
- Some of the home grown brands offering the above mentioned products are:
 - Xxx
 - Xxx
 - Xxx
 -
 -
 -
 -

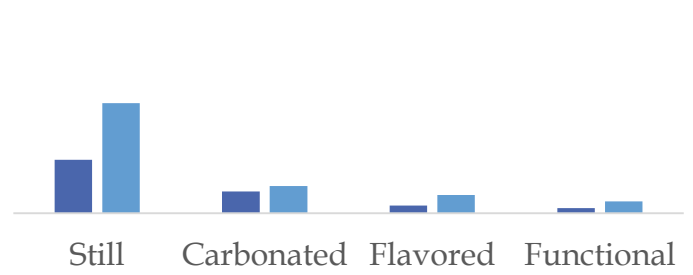
IMAGE

Water & Its Derivatives

Global Demand

- The global bottled water market was valued at approximately USD xx billion in 20xx and is expected to reach approximately USD xx billion by 20xx, growing at a CAGR of around xx% between 20xx and 20xx.
- In terms of volume, global bottled water market stood at around xx billion liters in 20xx.
- Still, carbonated, flavored and functional bottled water are the key product segments of the bottled water market.
-
-
-
-

Global Bottled Market by Product



Segments	Growth Trends
.....
.....
.....
.....

IMAGE

Water & its Derivatives (cont'd..)

Indian Market

- The Indian bottled water industry is expected to grow at xx% CAGR between 20xx and 20xx in volume terms.
- Carbonated water occupied the largest share accounted for close to INR xx billion in sales in the year to 20xx, while still bottled water was a INR xx billion market.
- Packaged still water grew xx% in year to March 20xx, more than xx the rate at which carbonated water grew.

Companies	New Product Launches
.....
.....
.....

Trends

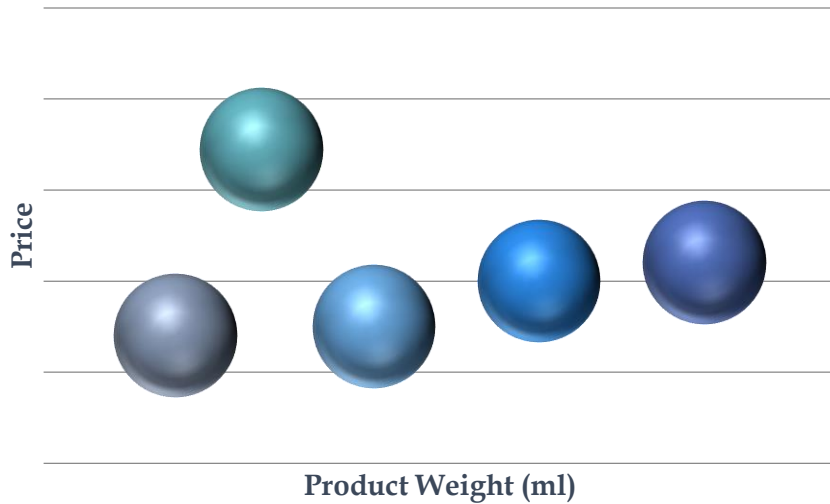
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IMAGE

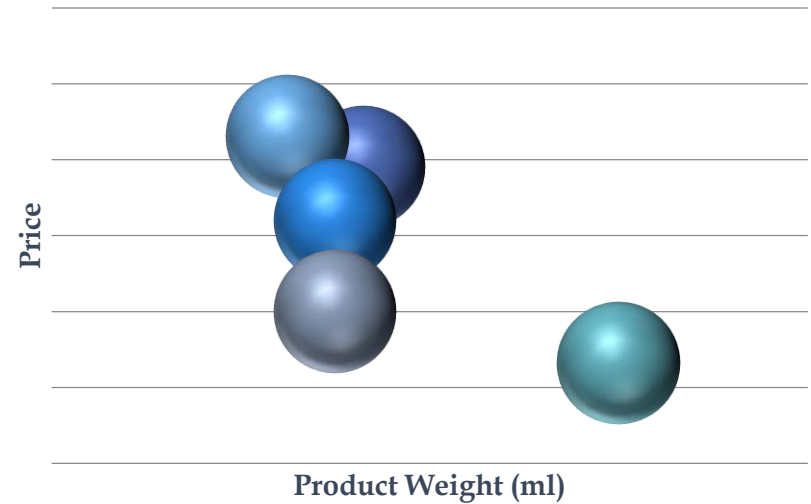
Water & its Derivatives (cont'd..)

The below charts represent the brands available in India for still and carbonated water segments along with information on their prices and quantity sold. As products under both segment do not have calories, the bubble sizes are same for all products under these categories.

Still Water

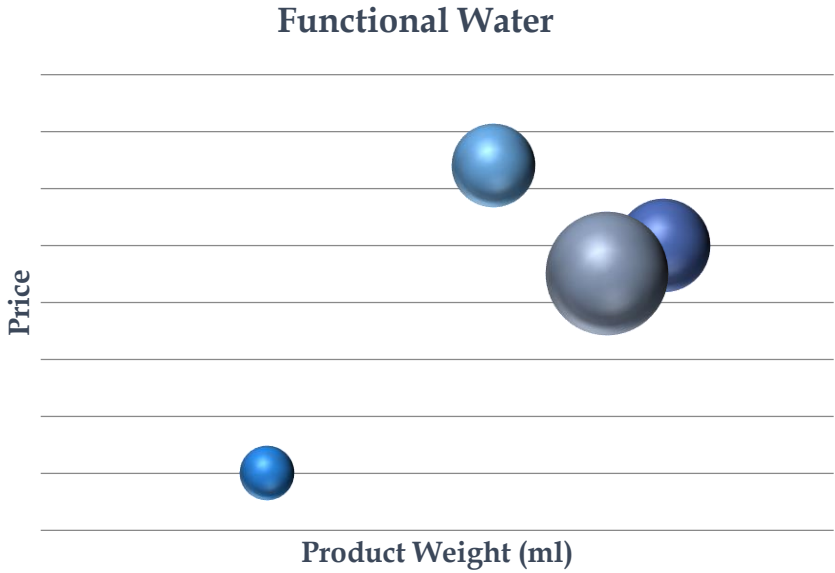
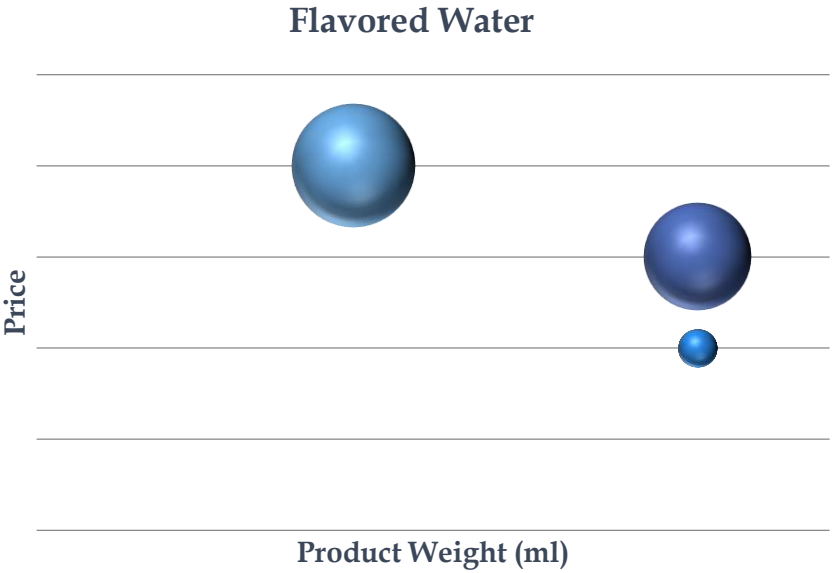


Carbonated Water



Water & its Derivatives (cont'd..)

The below charts represent the brands available in India for flavored and functional water segments along with information on their prices and quantity sold. The bubble sizes and the numbers mentioned in it represent the calories.



Dairy Alternatives

Overview

- Dairy alternatives are referred predominantly as plant-based food and beverage products, which are processed from various types of nuts, cereals, and seeds.
- Beverages based on dairy alternative products dominated the global dairy alternatives market in 20xx. It primarily consists of soy milk, almond milk, coconut milk, rice milk, hemp milk, and other energy drinks.
- Food based on dairy alternative products include cheese, yogurt, spreads, butter, confectionery and snacking varieties, and creamers.

Global Demand

- The dairy alternatives market was valued at USD xx Billion in 20xx. It is projected to grow at a CAGR of xx% from 20xx, to reach USD xx Billion by 20xx.
- In terms of product, the soy segment is estimated to account for xx share of the dairy alternatives market in 20xx.
-
-
-
-
-

IMAGE

Dairy Alternatives (cont'd..)

Indian Market

-
- India's soy milk market was worth USD xx million in 20xx. The market is expected to register a CAGR of xx%.
-
-
-

Trends

-
-
-
-
-

IMAGE

Packaged Juices

Global Demand

- The global fruit and vegetable mixed juices market is expected to grow steadily at a CAGR of more than xx% between 20xx and 20xx. Fruit and vegetable mixed juices are gaining traction among people due to their low sugar and high nutrient content.
- While the US market is the largest market for packaged juices in 2018 followed by xx, countries such as xxx are some of the fastest growing markets in terms of total volumes.
- The global cold pressed juice market is expected to witness a growth of xx% CAGR over the forecast period, 20xx-20xx.

Trends

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IMAGE

Packaged Juices (cont'd..)

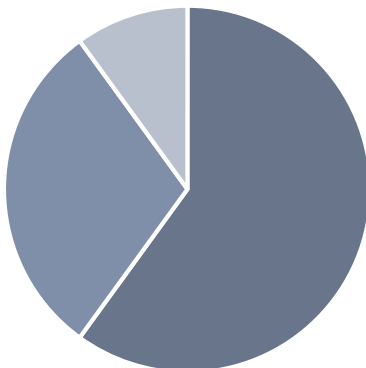
Indian Market

- Within the Indian beverages market, the xxx category is one of the fastest growing categories, and has grown at a CAGR of over xx% over the past decade. In 20xx, the Indian packaged juices market was valued at INR xx billion and was projected to grow at a CAGR of ~xx% over the next xx years.

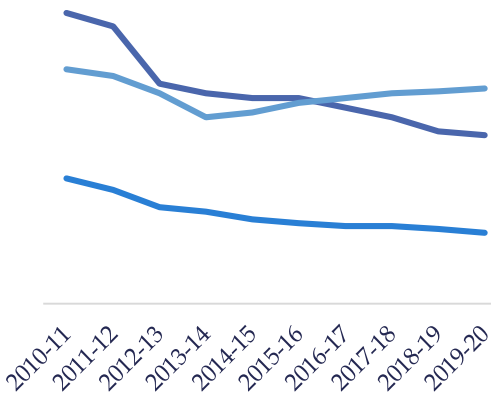
Trends

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Packaged Juices Market



Growth Trends



Ice-cream*

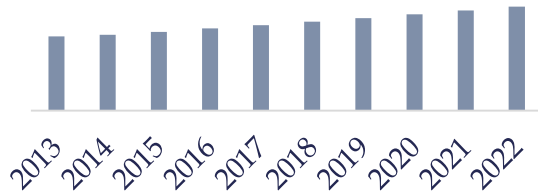
Global Market

- Xxxx dominates the global market occupying xxx of the xxx top selling brands and a xx % share in the market. Xxx is the closest corporate rival of xxx, occupying xxx brands in the top xxx
- Xxxx is currently the world's biggest ice cream market, with estimated sales of xx litres in 20xx, followed by the xx (xx litres) and xx (xx litres).

Trends

-
-
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-

Global Market Size (USD billion)



Brands	Company Type
.....
.....
.....

Ice-cream (cont'd..)

Indian Market

- India is the fastest growing ice-cream consumption market in the world followed by xxx and xxx . India's ice-cream market has registered a compounded annual growth rate of xx per cent in the last xx years.
- The organized ice-cream market is currently worth INR xx billion and is expected to grow by xx% per annum to INR xx billion by 20xx.
-
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-

Ice-Cream and Frozen Foods Market Share - 20xx



Ice-cream (cont'd..)

Trends

-
-
-

Players	
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IMAGE

UNDERSTANDING THE INDIAN CONSUMER

Consumer Segments

Identifying and understanding the target customer for its products is critical for any food and beverage player to and enables them to align the value proposition with specific needs of this target segment.

Consumer behaviour can generally be classified based on the following factors:

1

- One of the important factor is
-

2

- Another important criteria which plays important role in buying decision of health food is
-

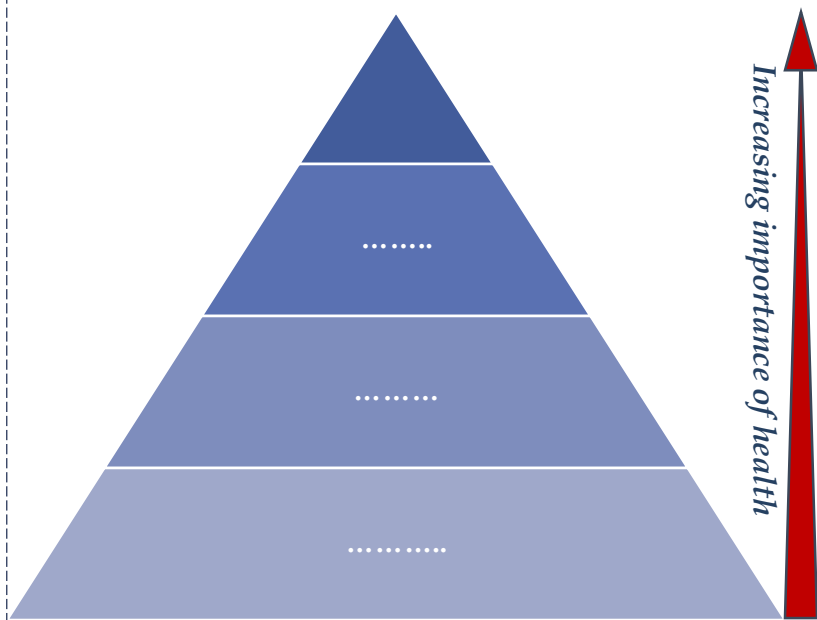
3

- is another key criteria in defining the target consumer for health food.
-

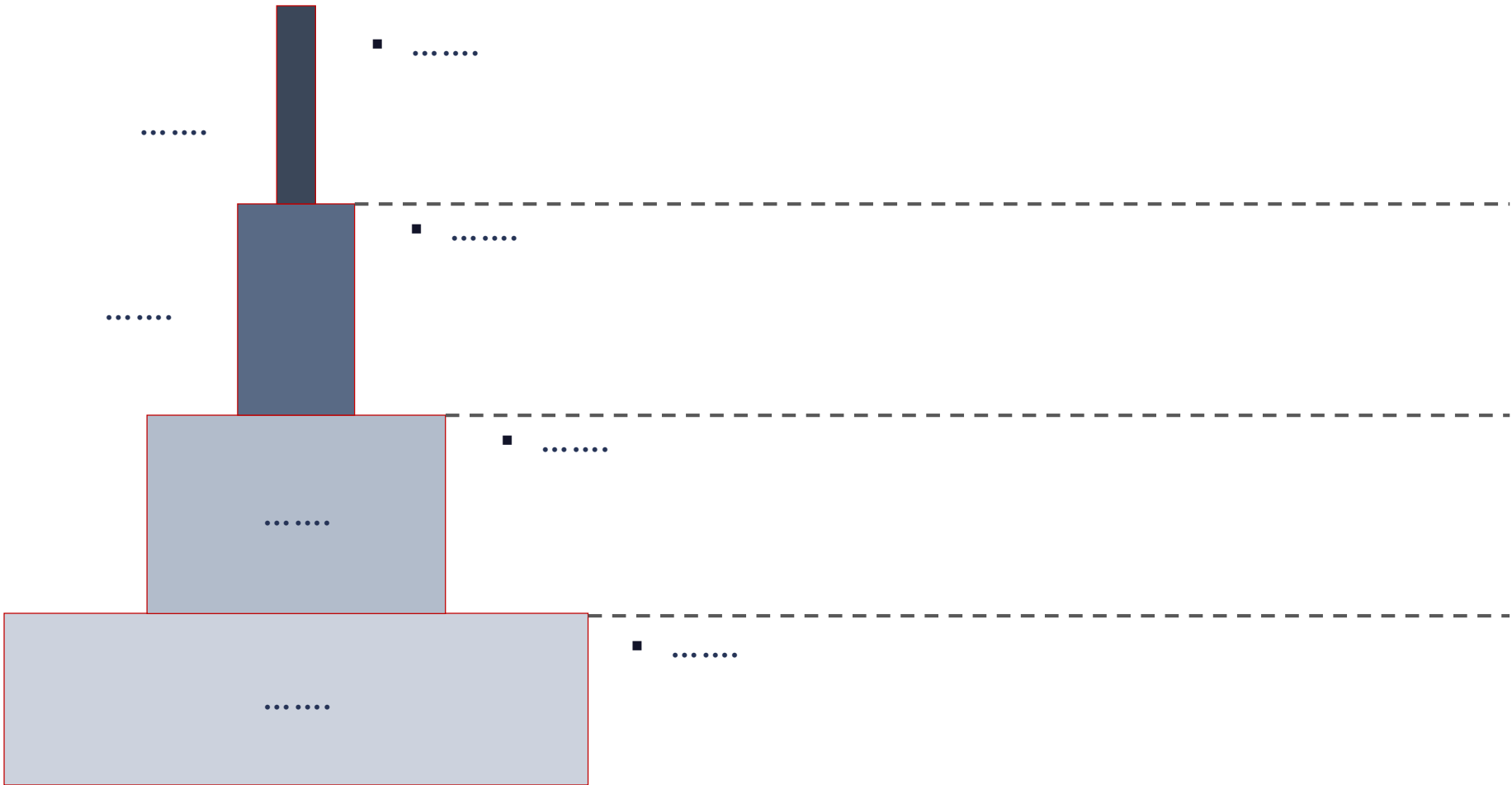
4

- While defining the consumer segments for health food,has to be considered.

Based on these four consumer characteristics and relative importance of health in overall consumption basket, we have classified consumer into 4 segments.



Key Characteristics of Consumer Segments



* Chart not to scale

The largest portion of population fall in 'xxx' category while the 'xxx' is the fastest growing category. The 'xxx' and 'xxx' together comprise only a small fraction of the population. These categories offer varying levels of opportunity for health and wellness players.

Top xx Cities in India

The addressable population is by and large from top xx cities in India. These cities will house the target market for health products.

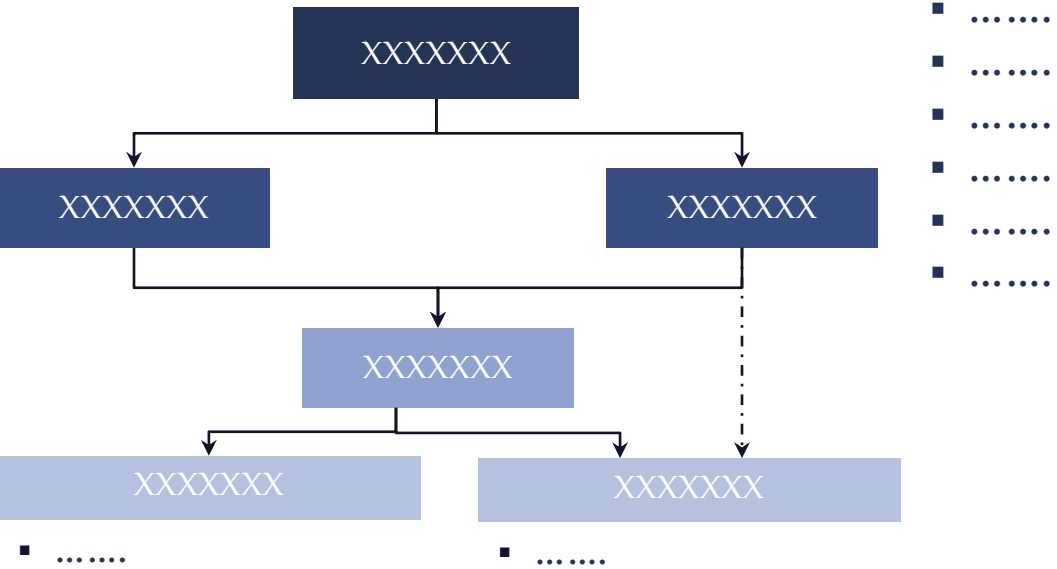
	City	Population(million)	xxxxxxxxxxxxxx
Metro Cities

Other Tier I & II Cities

DISTRIBUTION CHANNELS

Distribution Channels

Since the addressable population for BFY products is mainly rich and upper middle class in top 20 cities, the distribution strategy has to be tailor- made.



Distribution Channels (cont'd..)

O
F
F
L
I
N
E

Retail
Chains

▪

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▪

Distribution Channels (cont'd..)

O
N
L
I
N
E

Own
Websites

▪

.....

▪

.....

▪

MARKET TRENDS & CHALLENGES

Trends

IMAGE

XXXXXXXX

-
-
-

IMAGE

XXXXXXXX

-
-

IMAGE

XXXXXXXX

-
-

Challenges

IMAGE

XXXXXXXX

-
▪
▪

IMAGE

XXXXXXXX

-

IMAGE

XXXXXXXX

-
▪

MARKET PLAYERS

Market Players

Segments	Indian				International			

Chips & Crisps	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Nutritional Bars	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Gourmet Popcorns	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Water	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Dairy Alternatives	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Juices	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
Ice creams	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪
	▪	▪	▪	▪	▪	▪	▪	▪

INDIAN PLAYERS

Company 1

Established in

- Year

Promoters & Investors

- The company was started by, who has extensive experience in food and beverages sector.
-

Financials

-

Brand Name

-

Products & Pricing

Products	Flavours	Price (INR)
.....
.....
.....

Manufacturing Facilities

-

Distribution & Retail Setup

-

Office

-

Company 2

Established in

- Year

Promoters & Investors

- The company was started by, who has extensive experience in food and beverages sector.
-

Financials

-

Brand Name

-

Products & Pricing

Products	Flavours	Price (INR)
.....
.....
.....

Manufacturing Facilities

-

Distribution & Retail Setup

-

Office

-

Company 3

Established in

- Year

Promoters & Investors

- The company was started by, who has extensive experience in food and beverages sector.
-

Financials

-

Brand Name

-

Products & Pricing

Products	Flavours	Price (INR)
.....
.....
.....

Manufacturing Facilities

-

Distribution & Retail Setup

-

Office

-

INTERNATIONAL PLAYERS

Company 1

Origin Country

▪

Present Through

▪

Brand

▪

Products & Pricing

Products	Flavours	Price (INR)
.....
.....

Manufacturing Facilities

▪

Distribution & Retail Setup

▪

Office

▪

Company 2

Origin Country

▪

Present Through

▪

Brand

▪

Products & Pricing

Products	Flavours	Price (INR)
.....
.....

Manufacturing Facilities

▪

Distribution & Retail Setup

▪

Office

▪

Company 3

Origin Country

▪

Present Through

▪

Brand

▪

Products & Pricing

Products	Flavours	Price (INR)
.....
.....

Manufacturing Facilities

▪

Distribution & Retail Setup

▪

Office

▪

REGULATIONS

Food Safety & Quality

- Food Safety and Standards Authority of India (FSSAI) is an autonomous body established under the Ministry of Health & Family Welfare, Government of India.
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**Imperatives for
Food Safety and
Quality**



For Government
•
•
•



For Food Companies
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•
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Packaging and Labelling Regulations

General Packaging Requirements

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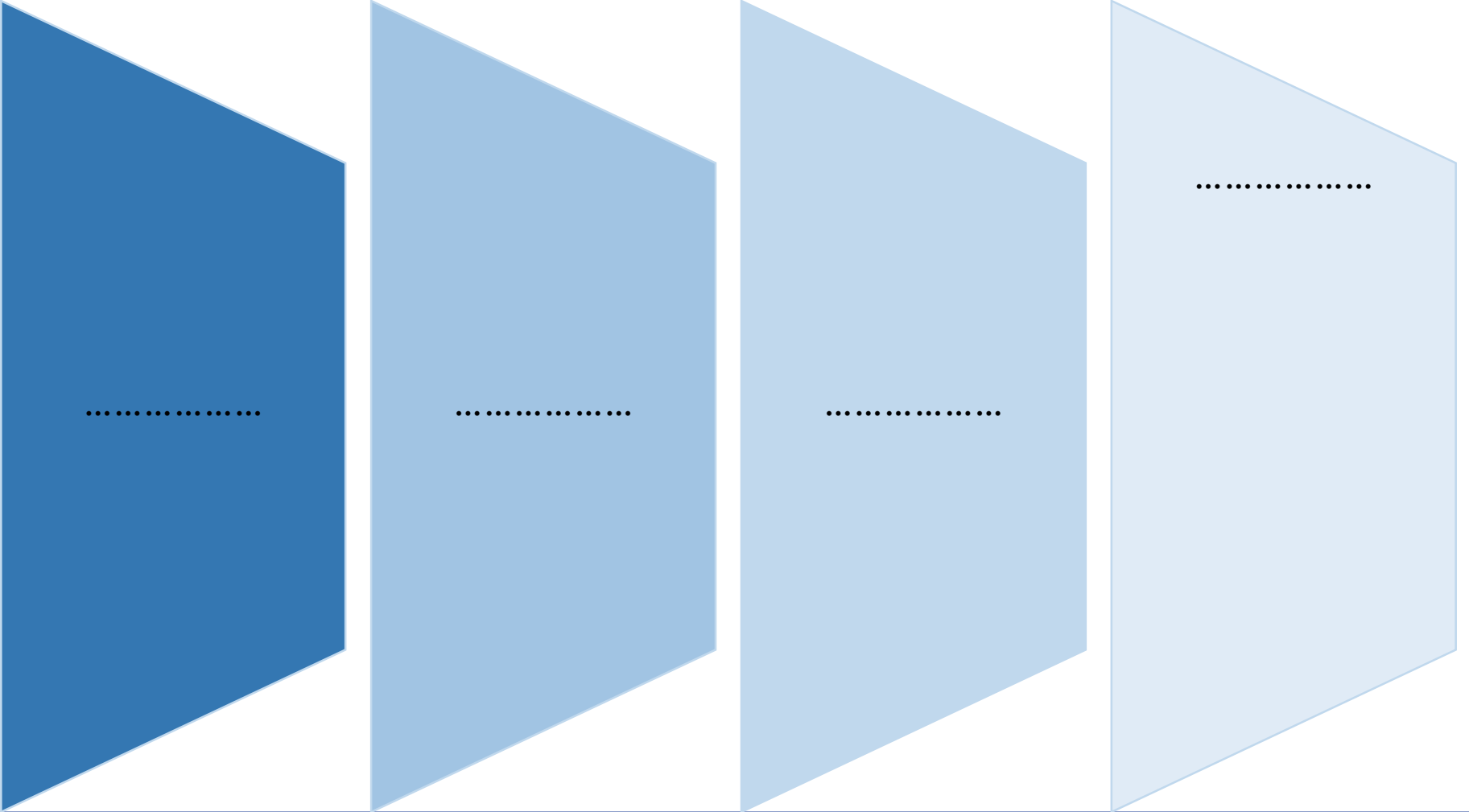
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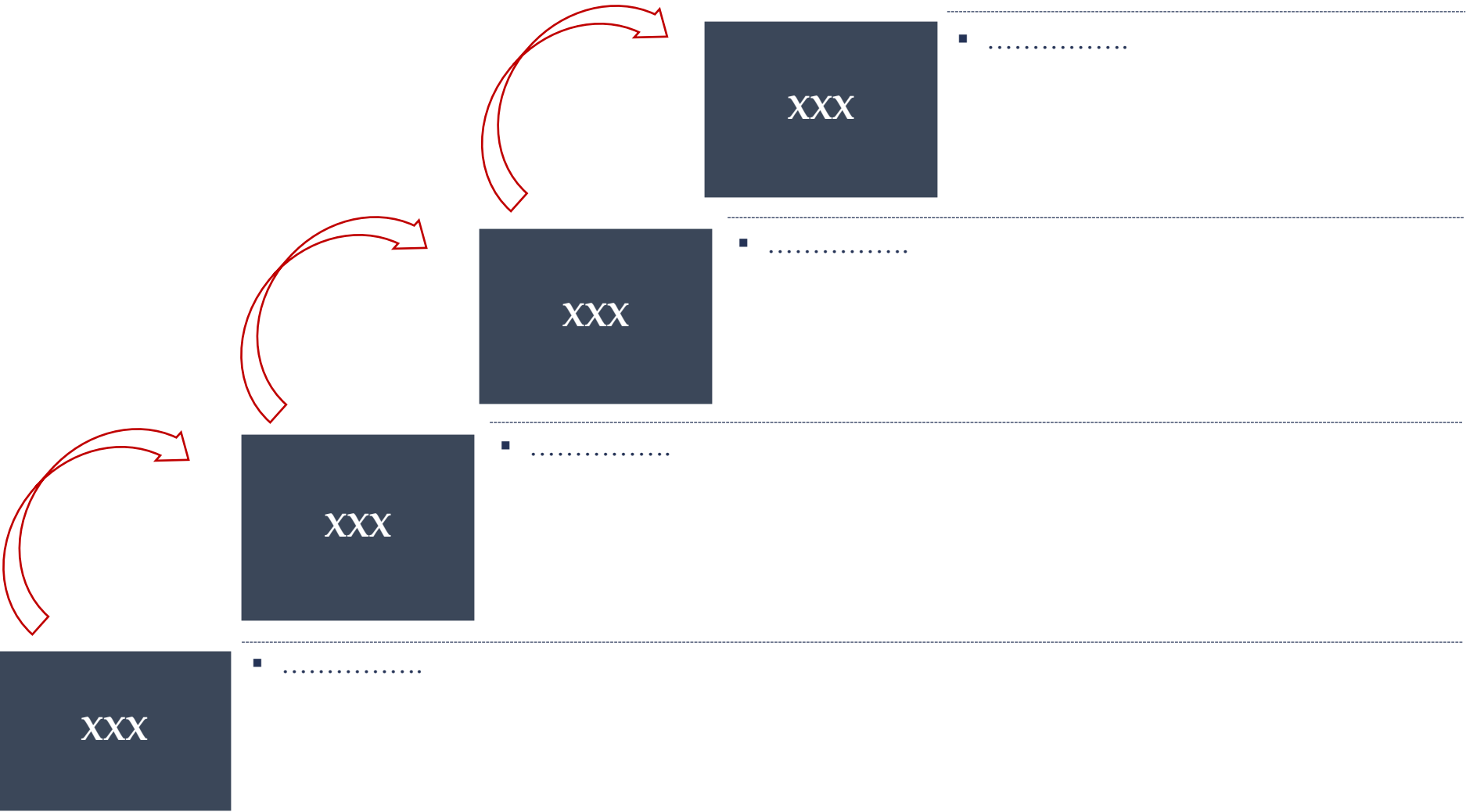
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POINTS TO PONDER

XXXXXX

-





CASE STUDY

Case Study

**Promoter
Background**



●
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Ideation



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●
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Challenges



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