

“India healthy Snacking Report”



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Farmley just published this report. They are into Makhana and hence were n interested party.

The Indian snacking market is about Rs 50,000 crs, expected to be 100,000 crs by 2033. This is a market where like for like format competition is not there. A chips segment can compete with nuts with Bhujia etc, its all about some form of belly fill.

Its wide in every way - Nation, Regional, Local, Unorganised and Organised.

Snacking has some common aspects, eg national flavours, but is very regional in appeal. The spice in one state could be very different from another state.

More nuclear families is driving the overall RTC and RTE markets and snacking is at the cusp. More working women also drives this , since snacking was a home made affair for many years. Plastic packaging has made this convenient, we even have jal muri in packed format now.

The centre of the plate takes time to change but the edge of the plate is changing quickly - examples, salt, spices, snacks, pickles.

A bulk of the snacking offerings are below the Rs 10 price point and this makes it difficult to operate profitably in Q com eco system.

Resealable packaging is a big ask.

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PS : Am not involved with Farmley in any capacity

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