



# STARTUP SPARK

YOUR FORTNIGHTLY GUIDE TO INDIA'S ENTREPRENEURIAL NEWS

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## "Is Your Diet Slowly Killing You? Discover the Startups Changing the Game in Healthy Snacking"

In this fortnight's edition of **Startup Spark**, we delve into the latest trends and innovations shaping India's dynamic health food sector. With the Indian healthy snacks market projected to reach **USD 6.4 billion by 2030**, growing at a **CAGR of 7.6%**, this rapidly evolving industry is transforming the way we eat. Driven by rising health consciousness, increasing disposable incomes, and urbanization, startups face both challenges and opportunities as they compete to make a lasting impact on the health and well-being of Indians. They offer plant-based proteins, millet-based snacks, low-salt alternatives, and natural ingredient options. From protein bars to healthy meal subscriptions and nutritious meals, these startups are redefining convenience and wellness, catering to evolving preferences.



### Why Health Food?

- **Rising Lifestyle Diseases:** Urbanization and sedentary lifestyles have led to an increase in conditions like diabetes, hypertension, and obesity. Consumers are now turning to health food to mitigate these risks.
- **Over the last decade, India has witnessed a remarkable shift in consumer preferences toward healthier eating habits.** As the nation grows increasingly health-conscious, a booming sector of health food startups is making waves, catering to the demand for nutritious, organic, and sustainable food options.
- **Increased awareness about the benefits of healthy eating and the risks of processed foods** has fueled demand for natural, minimally processed options.












New-age consumers are looking for healthy, on-the-go, and affordable snacking options that will meet their daily nutritional needs, besides being appealing to taste buds. According to a recently published report by **Mondelez**, **approximately 59%** adults worldwide prefer to eat several small meals throughout the day than a few larger ones. As per another recent report, the **global healthy snack market would reach USD98 billion by 2025, clocking a CAGR of 5.8% between 2020 and 2025.**

## A few of the Indian Startups in this segments:

Several Indian startups have made their mark in the health food industry. Here are some noteworthy names:

### 1. Yogabar

Yogabar offers nutrient-dense bars, breakfast cereals, and protein products with an emphasis on natural ingredients

### 2. The Whole Truth Foods

Whole Truth Foods is known for its products, such as energy bars and nut butter, which have labels listing all the ingredients.

### 3. Epigamia

Pioneering the Greek yoghurt market in India, Epigamia has diversified into plant-based products and protein-packed snacks, appealing to fitness enthusiasts and lactose-intolerant people.

### 4. Slurp Farm

Focusing on healthy and child-friendly food, Slurp Farm uses traditional grains like millet to create snacks and meals. Its mission is to reintroduce India's ancient superfoods to modern households.

### 5. True Elements

True Elements specialises in clean-label food products ranging from muesli to seeds and nuts. With a focus on transparency and sustainability, the brand targets consumers seeking guilt-free indulgence.

### 6. The Healthy Binge

offers a range of delicious, nutritious snacks made from real, whole ingredients like nuts, seeds, and dried fruits without artificial additives or refined sugars.

### 7. Evolve

Evolve is an Indian brand that provides healthy, nutritious snacks made from high-quality ingredients.

### 8. Beyond Snack

The tastiest banana chips ever with a bunch of exciting flavours to give a twist to the traditional snack.

### 9. Eat Better Co.

Their range includes 100% natural, vegan, gluten-free, and sugar-free products, ensuring that every bite is packed with wholesome nutrition. Offering a variety of nut mixes, seed mixes, and deliciously healthy laddus.

### 10. EAT Anytime

Over time, we have forgotten to include lettuce in our diets, but EAT Anytime's Mindful Bites adds it back so you can get all the powerful benefits without putting in huge efforts.

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# Opportunities for Startups in the Healthy Eating Space

## Diverse Consumer Demand:

- Today's consumers are no longer satisfied with traditional snacks. They are demanding innovative and healthier options like Millet-based snacks, Low-sugar and low-salt alternatives, Protein-rich snacks (e.g., bars, roasted chickpeas) and Dried fruits and seeds. Startups like Happilo, Yogabar, and Pintola are leading the charge by offering products that balance taste and health.

## Direct-to-Consumer Channels:

- Startups are increasingly relying on D2C models to connect directly with health-conscious customers, leveraging E-commerce platforms like Amazon and Flipkart, Quick commerce services for faster delivery and Offline retail stores for increased visibility. The combination of online and offline strategies allows brands to reach urban and semi-urban customers effectively.

## Innovation in Ingredients and Formats:

- The use of millets, baked snacks, and natural ingredients has redefined healthy snacking. Newer formats like fruit chips and vegetable crisps have gained traction, catering to niche and premium audiences.

## Cafes and Subscription Services:

- Beyond packaged snacks, startups are also focusing on healthy meal subscriptions and cafes specializing in wholesome meals. These formats cater to the urban population's need for convenience without compromising on nutrition.

## Appealing to Gen Z and Millennials:

- A majority of the demand comes from younger consumers who are highly aware of ingredients and keen on making healthier choices. Reports indicate that 63% of Indians want to snack healthier, with 50% checking ingredient labels to ensure their choices align with their fitness goals.

These, and many more startups like them, are transforming their respective industries, delivering solutions that cater to the evolving needs of today's consumers. HAPPY READING!



## Transforming Healthy Snacking and Eating Habits in India

### Challenges and the Path Forward

Startups in this space face challenges like price sensitivity, awareness in Tier 2 and Tier 3 cities, and competition from traditional snacks. However, with innovations and increasing accessibility, the sector is on track to grow at 2.2x to 2.6x the rate of traditional snacking in the coming years.

### Closing Thoughts

The healthy eating and snacking industry in India presents a golden opportunity for startups to disrupt traditional food habits with innovation, sustainability, and consumer-centric solutions. As awareness and demand grow, this space will continue to thrive, setting the stage for the next wave of entrepreneurial success.

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