

CONTEXT

PowerPoint presentation covers quarterly FMCG performance in India, touch base with performance of various FMCG baskets at channel & Po strata. Deep dives & summarizes key themes from that quarter.

Release data will be around 6th or 7th of the quarter. Immediately after the press release.

HEALTHY SNACKING

Snacking habits -
From mindless to
mindful?



December 2024

NIQ BASES

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Snacking habits - From mindless to mindful?

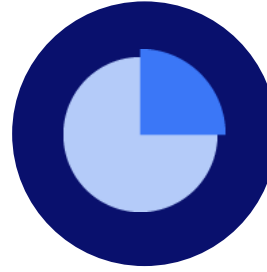
The "health conscious" Indian consumer of today



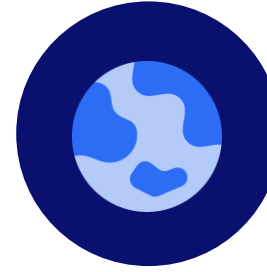
India Health
Report



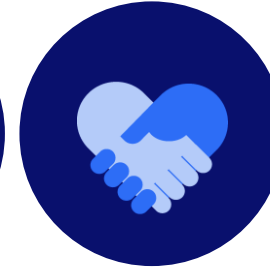
Key concerns
in snacking



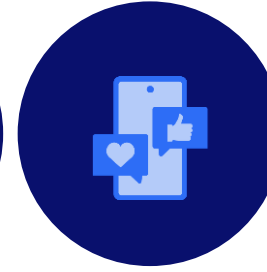
Snacking Universe
"Smart Snacking"



Top players
Pack mix
Price mix



Innovations in
Smart Snacking



Top Claims with
Case Studies

THEMES

- ❑ The "health conscious" Indian consumer of today
- ❑ The Snacking Universe & Smart Snacking
- ❑ Consumer trends in "Smart Snacking"
- ❑ Implications of 'Smart Snacking' for marketers

Zones: North, East, West & South

Time Period: MAT Dec'24

Cost : INR 8 lakhs

