



HEALTHY SNACKING REPORT

2025

*A Wholesome Consumer Insights Study
Presented By Farmley*

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Foreword

Remember when snacking was spontaneous? A handful of chips during a cricket match, a sweet treat after dinner, a namkeen pack tossed into the basket on a whim. It was unplanned, casual and mostly about feeding an urge.

But snacking isn’t what it used to be. It has become an expression of who we are and what we value. Today, our snack choices reflect our lifestyles, our health priorities, even our cultural roots. Snacking has evolved from background noise into a statement.

Over the past year, Farmley immersed itself in this shift. Beyond the data, we visited homes and markets, listened to stories over chai, and watched what people actually reached for. One truth stood out: Indians want snacks that taste good and do good. No more trade-offs between pleasure and health.

This report captures that transformation. It is not just about what we eat. It is about how snacking has become woven into the rhythms of our daily lives. Let’s explore this new world, one bite at a time.

Key Highlights

65%

Impulse First

Snackers revealed that purchasing snacks is impulse led for them

75%

Phygital Footprint

Snackers feel that digital discovery and omnichannel presence is the way to go

72%

Health Matters

People actively seek healthier alternatives to existing snacking options

94%

Taste Leads

Respondents want snacks that are more nutritious but without giving up on taste

84%

High Frequency

Respondents admitted to consuming packaged snacks multiple times a week

65%

Makhana Moment

Respondents identified makhana as their preferred superfood



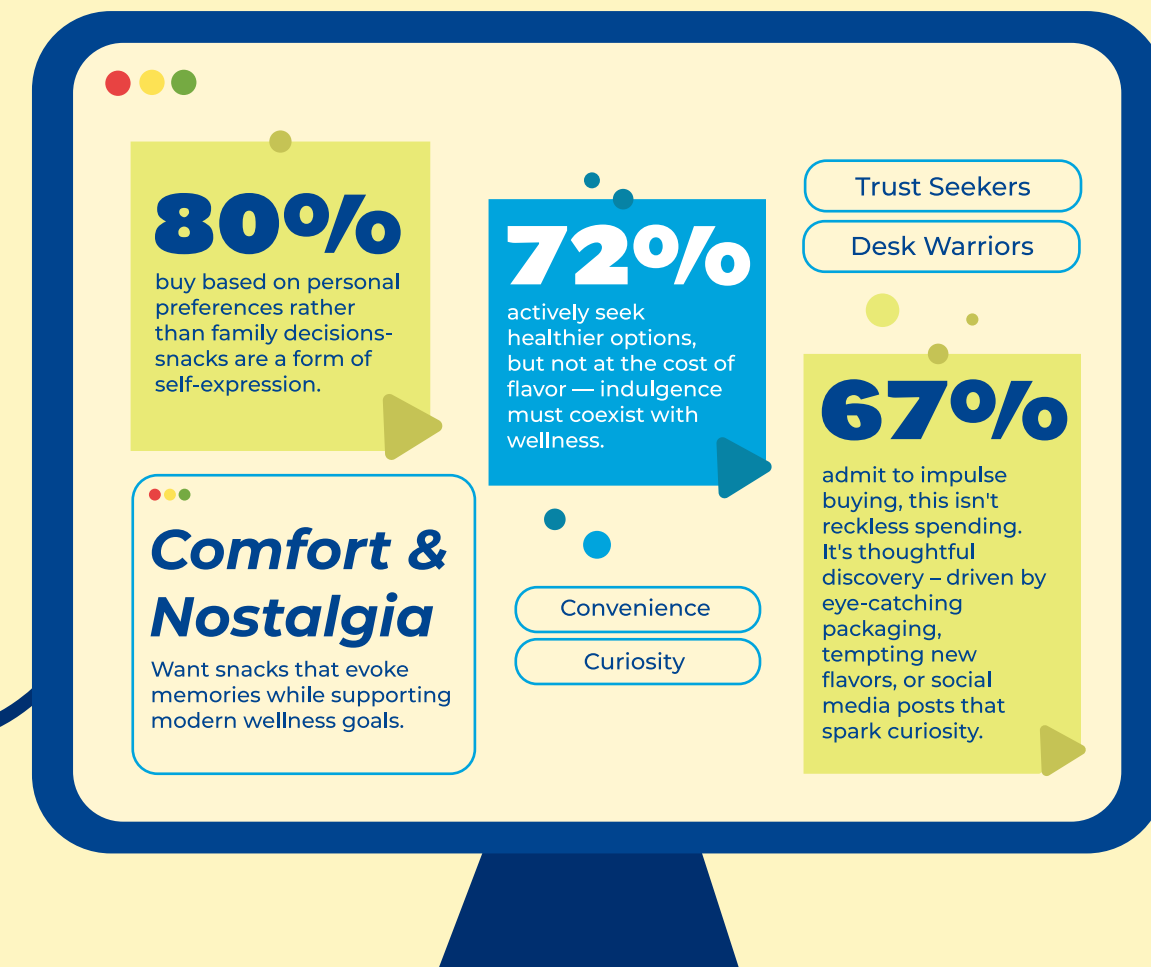


Who's Got Snack Fever?

AKA Who Snacks How?

Psychographics

Busy professionals balancing family, career, and wellness, seek snacks that offer both comfort and functionality. With a mindset of informed indulgence, they crave nostalgic flavors but care deeply about clean labels and transparent ingredients. As desk warriors, convenience is key — single-serve, high-quality options fuel their productivity.







Today's snackers are confident joy-seekers. They are health-aware, self-improving, and free from the guilt of indulgence, embracing the liberation to act on impulse without compromising their values.

Where Do They Buy Snacks?

Discover, Explore, Try, Repeat

The Quick Commerce Revolution

People love how quick commerce makes snack shopping effortless- their favorites are just a tap away, and there's something exciting about discovering new treats online. But they're not throwing caution to the wind; they want to see exactly what they're getting with clear photos, read what other people really think, and know all the details before they buy. For them, it's not just about getting snacks fast but also about feeling smart and confident about every choice they make, even when they're ordering from their couch at midnight.

Online works when I know what I want, but offline lets me explore, compare, and trust my choice. That experience still matters.



Gen Z & Millennials leads the quick-commerce adoption curve, with 43% of them ordering snacks weekly or daily, showing how integral app-based discovery and convenience are to their snacking habits. In contrast, Boomers and Gen X show slower adoption, with only 28% ordering at such frequency. They still prefer occasional purchases or stick to traditional channels.

Ordering Packaged Snacks Weekly via Quick Commerce

43%
Gen Z & Millennials



28%
Gen X & Boomers



Despite the rapid rise of quick commerce, offline shopping is still a dominant force.



Beyond the Influence: When Snackers Crave Real Over Reel

While Gen Z shows a clear preference for influencer content when it comes to snack recommendations, the gap between those who favor influencers and those now turning to more authentic content- like user-generated content and honest reviews- is steadily narrowing.

Snackers love discovering new snacks on social media- it's exciting to see what's trending and what's recommended by influencers. But when it comes to actually buying and eating those snacks, they want to know they can trust what they're getting. They're looking for clear information about what's in the snack, where it comes from, and whether it's good for them.





Quick commerce may deliver snacks at lightning speed and influencers may spark cravings with a single post, but the traditional snack aisle remains undefeated- because nothing beats the thrill of wandering down those familiar rows, touching and comparing packages, and stumbling upon treasures that no algorithm could predict.

What's the Snack Buying Trigger?

Reliability Meets Excitement

Packaging

More Than Just Looks

Today's snackers expect packaging that fits their lifestyle. Resealable packs that keep snacks fresh, eco-friendly materials that reduce guilt, and easy-to-open designs are no longer nice-to-haves- they're the standard. Packaging that works isn't a bonus; it's a baseline expectation.

More than half of the respondents (52%) said resealable packaging that keeps snacks fresh makes them more appealing—a clear sign that convenience matters. Eco-friendly or sustainable packaging also turned out to be important for respondents, showing that sustainability is nearly as essential as functionality. Additionally, a significant portion said that visually attractive packaging with clear product imagery, nutritional tables, and ingredient lists makes them feel more confident about their purchase—highlighting how clean, transparent design creates a sense of trust, quality, and control at the very first glance.



Trust Factor

Brand Loyalty Counts

Reliability is a critical pillar in snack purchasing decisions, regardless of city tier. Consumers consistently place their trust in brands that deliver on their promises - whether that's taste, quality, or transparency. This reliability translates into loyalty: snackers want to know they're getting the same great experience every time they reach for a familiar pack.

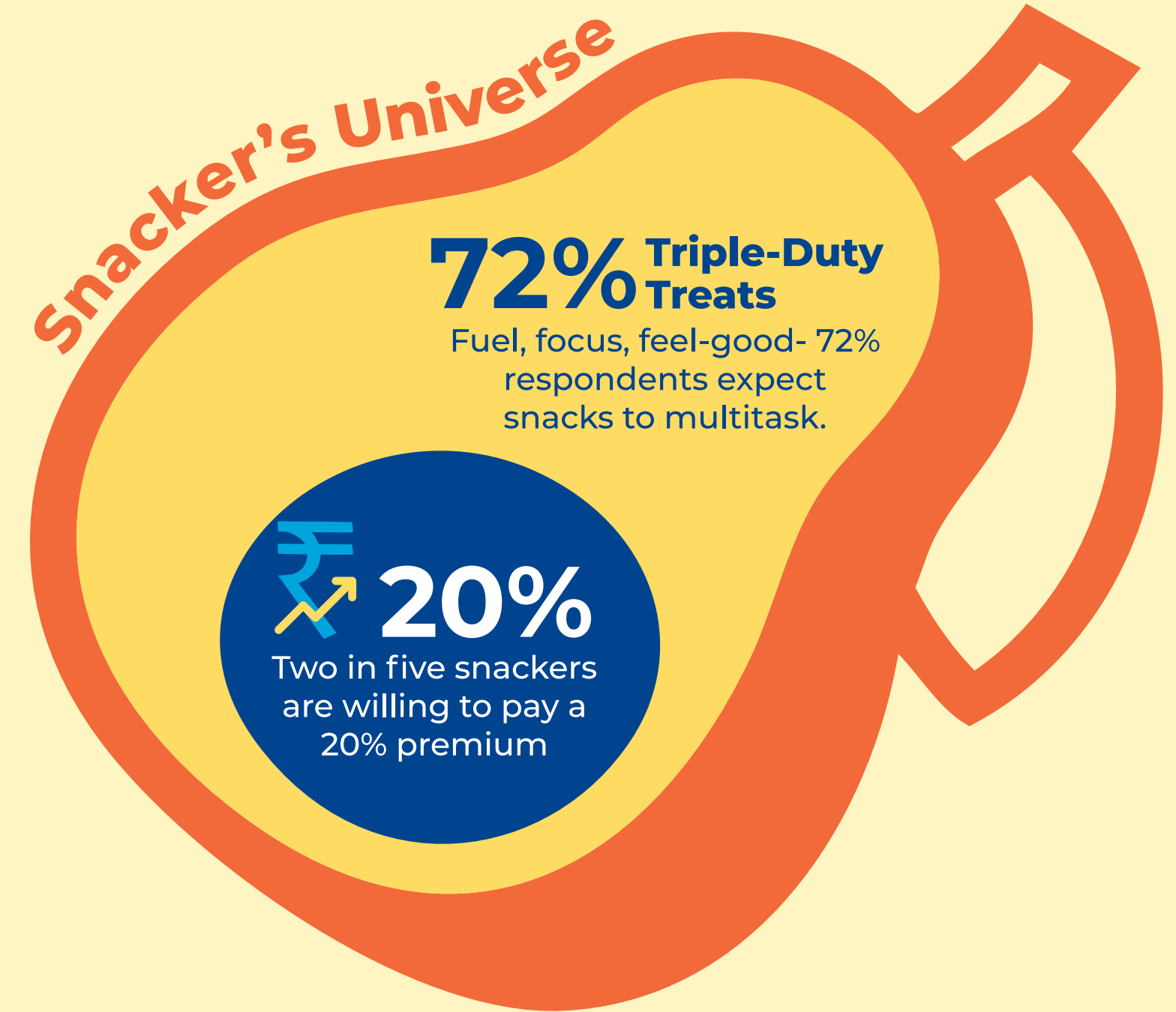
The survey reveals that while some national brands have built strong, reliable reputations, trust is far from monopolized. Alongside incumbents like Lays, Haldiram, Kurkure, and Bikaji, people also cited insurgent brands like Farmley & The Whole Truth, as their most trusted choices. This points to a larger pattern: snackers reward brands that have proven themselves time and again, brands that stand for reliability in a crowded snack aisle.

Interestingly, as trust diversifies across Tier 2 and Tier 3 cities, regional brands also begin to gain traction. While these local players may not have the same national advertising muscle, their consistent quality and community presence build trust in ways that resonate deeply with consumers seeking authenticity and dependability.



Snacking With A Purpose

Health has emerged as a key driver in snacking decisions, with 72% of respondents actively seeking snacks that offer functional benefits such as improved energy, enhanced mood, and higher protein content. This signals a clear shift from snacking as a form of indulgence to a more mindful, wellness-oriented practice. But here's the twist: taste remains non-negotiable. An overwhelming 94% of consumers admit they are unwilling to compromise on flavour, even when opting for healthier choices. This reveals a crucial gap in the market - the need for snacks that successfully balance health benefits with indulgent taste. As consumers increasingly expect their snacks to multitask — supporting energy levels, dietary goals, and overall well-being — the opportunity lies in delivering better-for-you options without sacrificing sensory appeal.





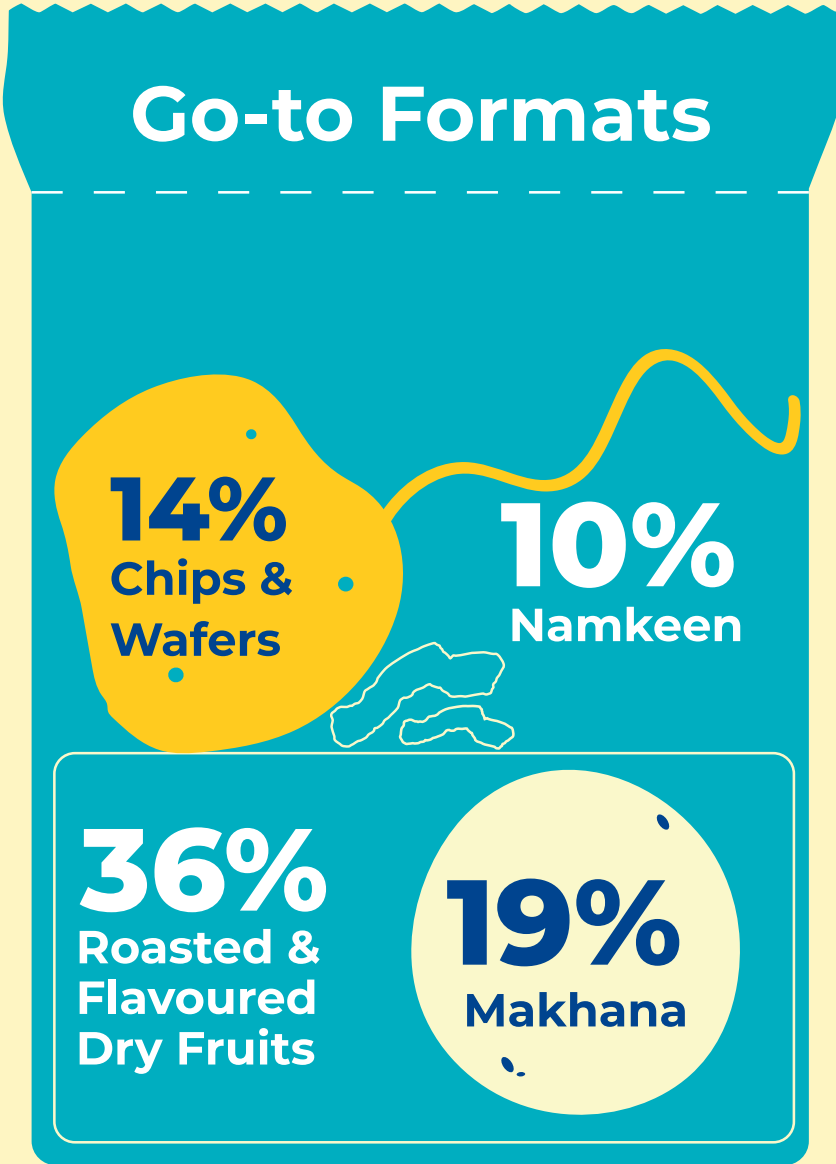
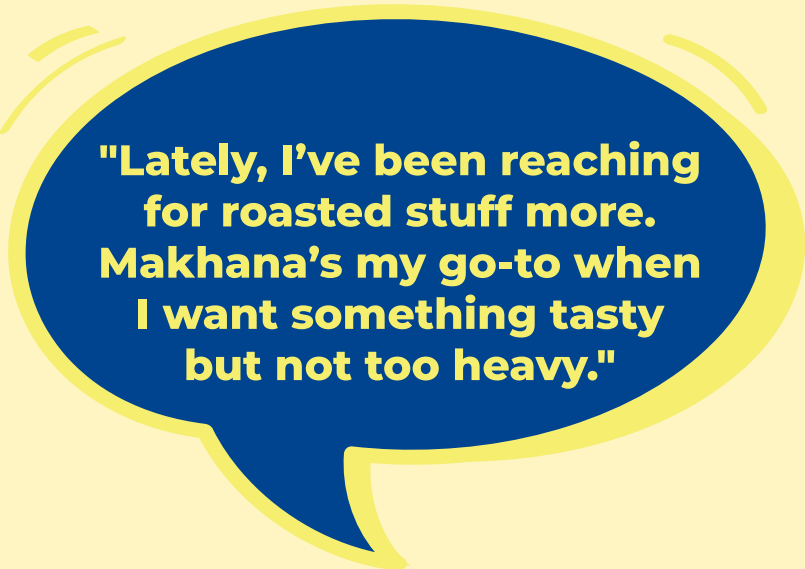
Snacking today is about much more than just taste- it's about trust in reliable brands, confidence in clear, sustainable packaging, and the satisfaction of knowing your snack supports your health as much as it satisfies your cravings.

Which Snack Steals the Spotlight?

A Battle Worth Watching

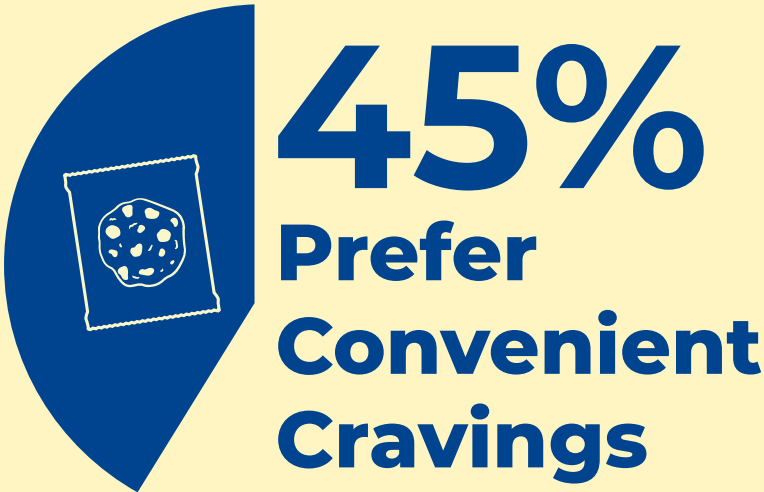
Go-to Formats: A Diverse Playing Field

When it comes to how respondents prefer their savoury treats, roasted and flavoured dry fruits lead the pack, with 36% of respondents choosing them as their go-to. Makhana has carved out a notable niche at 19%, while classic options like chips and wafers hold strong with 14%. Namkeen and multigrain sticks/crackers/khakhra trail closely behind at 10% and 9% respectively, showing that snackers are open to both traditional and contemporary options.



India's Sweet Tooth, Redefined

A whopping 45% of this landscape is now dominated by on-the-go formats like dry fruit based dessert, and energy-packed bars-snacks that are not only indulgent but also portable, clean-label, and functional. These aren't just desserts anymore- they're lifestyle choices. In a country known for elaborate sweets, the shift toward compact, conscious, and convenient indulgence marks a powerful change in what sweet satisfaction looks like.



Flavour Profiles: Cravings Rule

Savoury Snacks

Snackers gravitate toward bold, familiar flavours when it comes to savoury treats- and peri peri currently tops the preference charts. Hot on its heels are timeless classics like salted, tangy, and cheesy flavours, which continue to satisfy across generations.

In India especially, spicy-tangy combinations go beyond taste- they're rooted in culture. Early exposure to ingredients like tamarind, aamchur, and chili creates deep emotional connections, making these flavours feel like home. This “flavour imprinting” shapes lifelong preferences, turning every tangy crunch into a moment of comfort.



Flavour Profiles: Cravings Rule

Sweet Snacks

In the world of sweet snacking, chocolate still reigns supreme- a timeless indulgence that delivers pure, feel-good satisfaction. Nutty flavours like peanut butter, hazelnut, and pistachio follow closely, offering a sense of “smart sweetness” that feels both rich and rewarding, thanks to their health halo.

Vanilla stands strong as a versatile comfort note, while fruity bursts like mango, orange, and berries bring a playful brightness.



"I'm not giving up on flavour, but I also don't want to feel guilty after snacking. If it's clean, natural, and still tastes good—that's a win."

Health-Conscious Snacking: A Unified Desire for Cleaner Ingredients

Today's consumers demand snacks and desserts that align with both their health goals and ethical values. More than 55% respondents consistently seek natural, preservative-free ingredients- whether it's a post-meal indulgence or a midday bite. Across the board, there's a strong preference for sugar-free options and a growing call for snacks that are palm-oil free, protein-rich, and low in calories, underscoring a desire for choices that support active, balanced lifestyles without compromising on taste or integrity.



55%
**Want Clean
Ingredients**

More than half of consumers seek snacks with natural, preservative-free ingredients, showing that clean-label is now the norm.



In today's snack battle, consumers are choosing brands that deliver bold flavours, diverse formats, and health-forward formulations- brands that balance indulgence with transparency and trust.



Makhana's Comeback Moment

The Undisputed Hero of Snacking

65%

Respondents actively include it as a key Indian superfood in their diets.

Makhana is more than just a trendy snack- it's become a staple in modern diets. Not only is it the go-to format for nearly 38% of respondents when it comes to savoury snacks, but a staggering 65% of consumers also actively include it as a key Indian superfood in their diets. This highlights Makhana's versatility and deep cultural relevance: it's both a functional snack and a wellness staple. Somewhere out there, a grandmother is smiling smugly. The traditional staple she never stopped trusting are topping today's snacking charts.

Makhana's popularity reflects its ability to bridge tradition and modern health-conscious snacking. It's a snack that satisfies the cravings for crunch and taste, while also aligning with consumer expectations around clean labels, natural ingredients, and functional benefits.

Makhana is not just winning the snack battle- it's setting the gold standard for what modern consumers expect from their snacks: authenticity, health, and trustworthiness. Its wide appeal across all city tiers and its embrace as a superfood cement its status as a snack that's here to stay.

Final Bite

The Future of Snacking in India

India's snacking scene is at an exciting crossroads- where tradition meets innovation, and taste meets health. Consumers today aren't content with just satisfying a craving- they want snacks that align with their values of health, transparency, and trust. From the rise of roasted dry fruits and protein bars to the enduring love for Makhana, snackers are embracing formats that fit seamlessly into their busy lifestyles without compromising on quality. Flavour preferences are equally diverse, ranging from spicy and tangy notes to nutty, fruity, and even floral undertones- showing that Indian consumers are both adventurous and nostalgic in their tastes. They're also clear about what they want to change: less refined sugar, fewer additives, and more natural, functional ingredients that support their health goals. Trust remains a cornerstone of snacking choices, with consumers gravitating towards brands that deliver reliability, clean ingredients, and consistent quality. While quick commerce is carving out its space in the snack aisle, offline shopping continues to thrive, especially for planned purchases and traditional snacks. In this dynamic landscape, one thing is clear: the future of snacking in India belongs to brands that can balance health, indulgence, and authenticity - creating snacks that not only satisfy cravings but also align with the evolving values of the modern Indian consumer.

Research Methodology

To capture a well-rounded perspective on India’s evolving snacking habits, we employed a mixed-method research approach. This involved gathering data through both online surveys and offline interactions. The online survey allowed us to reach a broad and geographically diverse audience. To complement this, we set up pop-ups in various corporate offices & colleges. This offline approach enabled us to directly engage with potential snackers in their everyday environment, providing valuable insights into their snacking preferences and behaviors within their busy routines. By combining these online and offline data collection methods, we were able to obtain a comprehensive understanding of consumer trends in the Indian snacking market.

Limitations

The sample size of males and females was not equal. The sample size of number of respondents belonging to the four generations: Boomers, GenX, Millennials, and GenZ was not same. Population mix in the survey audience does not necessarily reflect a true reflection of snacking audience pan India.



About Farmley

Farmley began with a simple belief: no one should have to choose between healthy and tasty. In a world where “healthy snacks” are often code for bland and boring, we set out to do things differently. We reimagine everyday dry fruits and nuts with bold, memorable flavors that make snacking feel exciting again. Our Roasted Peri Peri Makhanas, Thai Chilli Cashews, and signature Date Bites aren’t just products; they’re proof that indulgence and nutrition can share the same plate. With our own sourcing networks, in-house production, and an R&D team that’s as passionate as it is particular, we make sure every bite delivers on both flavor and purpose. And as a brand built on trust, we’re proud to have the endorsement of cricket legend Rahul Dravid because consistency, reliability, and quiet excellence aren’t just values we admire, they’re values we live by. Here’s to a future where every snack feels good, tastes better, and means something



About IHSS

After a groundbreaking debut, we’re back- bigger, bolder, and crunchier than ever! This year, we bring together an even more dynamic mix of influencers, community leaders, startup co-founders, and industry experts, all ready to push the boundaries of healthy snacking. Expect insightful discussions, deep dives into India’s evolving snacking habits, and exciting revelations about the trends shaping the industry. From the latest innovations to consumer-driven shifts, we’ll explore it all!



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