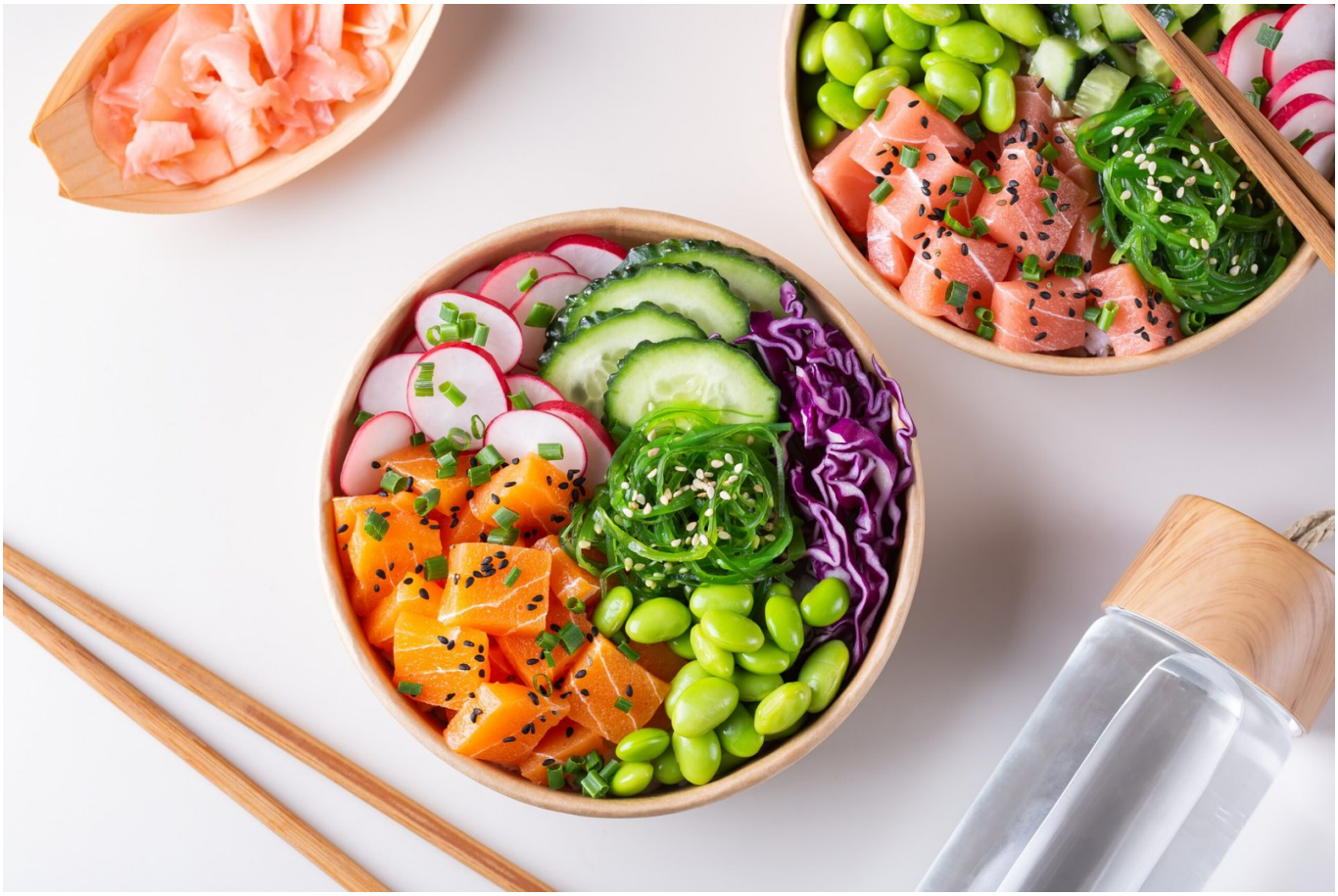
NEWS | RESEARCH

India choosing to eat healthy order volumes up by 60% for nutritional products

The growing adoption of healthy choices by Indian consumers is evident from a study of online sales trends

By **Shraddha Warde** | March 13, 2025



Vegan,Poke,Bowl,With,Plant,Based,Seafood,,Salmon,,Tuna

> WordPress post #35141

The growing adoption of healthy choices by Indian consumers is evident from a study of online sales trends

Increasing awareness about the importance of making healthy eating choices and the growing availability of healthy food staples and snacks is leading to a rapid increase in demand for such products. The growing adoption of healthy choices by Indian consumers is evident from a study of online sales trends.

Unicommerce, one of India's leading e-commerce and retail enablement SaaS platforms, analysed over 20 million order items processed by organic and healthy food brands via its flagship platform, Uniware. The analysis compared sales during the past six months (September 2024 to February 2025) with sales in the corresponding period of the previous year (September 2023 to February 2024)

The analysis shows over 60 per cent YoY surge in e-commerce order volumes for such products, with a significant rise in consumption of organic pulses, stone-ground spices, wood-pressed edible oils, A2 Ghee, organic milk products, free-range eggs, multigrain pasta, oats, plant-based cookies, protein bars, healthy snacks like nuts, makhanas, ragi & jowar-based chips and more

E-commerce order volumes for healthy foods and snacks were led by buyers from Tier-3 markets, where volumes grew by 90 per cent YoY during September 24 - February 25 compared with the equivalent six-month period of September ‘23 - February ‘24. Some of the regions that observed a notable uptick in demand were Kolar, Rohtak, Sonipat and Gandhinagar among tier-3 cities and Jaipur, Lucknow, Coimbatore, Nagpur and Indore among tier-2 cities.

The rise in demand for innovative snacking has also attracted legacy companies that have diversified their product offerings to meet the evolving needs of consumers. The growing appetite for healthy foods and eatables is also driving the entry of new players into the market. Unicommerce powers some of India’s leading new-age D2C brands and legacy retail companies, namely Marico, SriSri Tattva, The Whole Truth Foods, WickedGud, Amala Earth, Alpino Foods, Yogabars and GirOrganic, among others.

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