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Great Indian Product Hunt by Unbox Health flags quality gaps in popular food and wellness products

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Unbox

> WordPress post #38519

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Unbox Health, India’s first independent ratings platform for packaged foods and health supplements, has released the results of The Great Indian Product Hunt, a nationwide consumer-led initiative to independently lab test and rate India’s most voted everyday food and nutrition products. The results highlight major gaps between consumer popularity and verified product quality across several daily consumption categories.

The campaign evaluated 30 products that received the highest number of consumer votes. While several products demonstrated strong performance, more than 50 per cent of the total products did not secure an A or A+ rating, indicating that popularity does not consistently translate into verified quality outcomes.

More notably, 30 per cent of the products tested received a C or D rating, reflecting shortcomings across parameters such as label accuracy, nutritional integrity and safety thresholds. Independent laboratory testing further found that more than 25 per cent of products showed discrepancies between declared and tested values, pointing to gaps in label accuracy.

Safety related issues were identified in a limited but important subset of products. In 10 percent of the products tested, laboratory analysis detected heavy metals and other toxins above safe limits, while more than 15 per cent of products were rated D due to poor performance across label accuracy and or non-toxicity measures.

Arjun Anjaria, Founder and CEO, Unbox Health said, “Independent lab testing of widely consumed food and wellness products highlights a structural gap between consumer preference and verified product quality. While brand recall and voting reflect popularity, laboratory analysis allows us to assess what ultimately matters in these products - label accuracy, nutritional integrity, and safety. The findings show that a significant share of popular products did not meet industry benchmarks. By sourcing products directly from the market, testing them in accredited laboratories, and publishing our ratings, Unbox Health aims to build trust and transparency for some of India’s most popularly consumed product categories.”

The voting was split into five categories, with the following brands getting the most votes in each category. Products from all these brands were lab tested independently by Unbox Health, with many producing shocking results:

Fitness & Performance Nutrition: The Whole Truth, Yogabar, Wellbeing Nutrition, Beast Life, Trunativ, & Nakpro

Everyday Vitamins & Minerals: Carbamide Forte, HK Vitals, Himalayan Organics, Unived, IThrive, & VitaOne

Kitchen Essentials: Tata, Patanjali, Amul, iD Fresh Food, Organic Tattva, As-it-is Nutrition

Snacks & Indulgences: SuperYou, Maggi, Sunfeast, Baskin Robins, Paul & Mike, & Soothy's

Popular Trending Supplements: Tata 1mg, Kapiva, Organic India, Fast&Up, Oziva, Rasayanam

The Great Indian Product Hunt was designed as a public verification exercise that allowed consumers to vote on which products should be tested. All products were independently sourced from the market and evaluated in NABL accredited laboratories using objective category specific parameters. Detailed ratings and laboratory reports are publicly available on the Unbox Health platform.

The findings reflect a broader shift in Indian consumer behaviour, with buyers increasingly seeking fact led clarity and transparent data to guide everyday purchase decisions in a market long driven by marketing claims.

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