

## **From Calorie Counting to Conscious Nourishment: India's Dietary Shift**

India's food consumption narrative is undergoing a fundamental transformation. Moving beyond the traditional metric of calorie counting, urban and semi-urban consumers are increasingly embracing "conscious nourishment," prioritizing the source, quality, and nutritional integrity of what they eat.

**Drivers of Change** This paradigm shift is fueled by heightened health awareness, easier access to nutritional information, and a holistic approach to well-being that includes mental health and immunity. 2025 has emerged as a pivotal year for this trend, with consumers demanding clean-label, organic, and traceable food options.

Shashi Kumar, Founder & CEO of Akshayakalpa Organic, highlights that this movement is built on trust and transparency. "Consumers are moving beyond just calories. They want to know where their food comes from," he noted. The organic food market in India is projected to grow at a CAGR of over 20%, with Tier-2 cities joining metros in adopting organic food as a daily lifestyle choice rather than a luxury.

**The Rise of 'Right Protein'** Another defining trend is the focus on the "right protein." As lifestyles evolve, Indians are seeking chemical-free, responsibly produced protein sources. In response, brands are strengthening their portfolios with high-protein milk, paneer, and curd, aligning product offerings with the country's long-term health priorities.

As the sector looks toward 2026, organic food is poised to transition from an alternative niche to a mainstream staple, supported by informed consumers and a regulatory framework increasingly focused on food safety and standards.

Reference - <https://www.fnbnews.com/Top-News/indias-food-consumption-patterns-shift-from-caloriecounting-to-conscious-nourishment-85644>