

## **India's Kitchens Turn into Mini Gyms as Protein Orders Soar 150%**

India is witnessing a major shift toward healthier eating habits, with demand for protein-rich foods increasing by nearly 150% over the last two years. What was once a niche category for bodybuilders and athletes has now become a mainstream dietary choice for families, working professionals, and health-conscious consumers.

Quick-commerce platforms have reported strong growth in sales of products such as whey protein powders, Greek yogurt, protein shakes, nutrition bars, high-protein snacks, and fortified breakfast cereals. Consumers are increasingly focusing on preventive healthcare, fitness, weight management, and muscle maintenance, making protein an essential part of their daily diet.

The trend is no longer limited to metropolitan cities. Tier-2 and Tier-3 cities are also adopting protein-rich diets at a rapid pace, indicating a broader shift in India's food consumption patterns. As a result, kitchens are becoming "mini gyms," where food choices are increasingly guided by nutritional value and fitness goals rather than just taste and convenience.

Reference : <https://economictimes.indiatimes.com/industry/cons-products/food/indias-kitchens-turn-into-mini-gyms-as-protein-orders-soar-150/articleshow/131303779.cms>