

India's health food brand Yogabar enters Children's Nutritional segment

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Yogabar, India's largest, clean label, new-age health food brand, announced that it has forayed into the kid's foods segment, aiming to lead the category, with new nutritious and tasty additions to its portfolio. With the new range of entrants - Yo Chos and Yo Fills, the brand aims to deliver on its promise of clean ingredients that give maximum nutrition to the kids without compromising on taste. Talking about the launch, Co-Founder, Suhasini Sampath said, "We aspire to become one of the top three food brands in India, with a promise of healthy ingredients, especially for the younger generation. After the massive success we witnessed with the launch of our breakfast segment where we swiftly captured 20% market share, we aim to replicate that in the kids' cereal category as well. We are confident that entering the Kid's Snacking segment will help us become a 500 Cr company from a 200 Cr company (presently) in the next 2 years." The latest addition to its range of offerings will see an introduction of Yo Chos and Yo Fills - Yogabar's chocolate flavoured, multi-grain cereals for kids with the Power of 7 consisting of 5 Whole grains (jowar, bajra, ragi, quinoa, oats) and 2 Dals (Moong & Channa). Available at an introductory price of INR 10 per/sachet, this launch enables the brand to penetrate price-sensitive markets beyond Tier 1 cities.



Yogabar, which was founded with the mission to cater to the need for nutritious and tasty snacks on the go, has been consistently innovating in the segment, achieving more than 100% growth rate YOY with its new product launches in the period of last 3 years.

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