

Happy Cultures Enters Protein Bars Category with Yeast Protein-Based Range

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Indian health & wellness company grows 5X in a year, increases AOV 3X and enters the everyday snacking category with four yeast protein bar variants



Indian health and wellness company Happy Cultures has crossed an Rs 500 million annualised revenue run-rate (ARR) after growing more than 5X over the past year, while continuing to expand its portfolio across protein, nutritional supplementation, gut health and wellness.

As part of its next phase of growth, the company is entering the protein bars category with a new range of yeast protein-based bars, bringing its differentiated protein proposition into a convenient, everyday snacking format. The new range comprises four variants: Roasted Coffee, Dark Chocolate & Almonds, Wild Cranberry and Crunchy Peanut Butter.

The bars will be available through Happy Cultures' website, marketplaces and quick-commerce platforms, with distribution expected to expand following the launch.

The launch marks a natural extension of Happy Cultures' existing protein portfolio and reflects the company's broader approach of identifying emerging consumer needs, trends and taking differentiated nutrition products into formats that can fit easily into everyday routines. Protein consumption in India is increasingly moving beyond powders and shakes towards convenient formats for everyday consumption, whether at work, while travelling, between meals or around a workout.

With yeast protein already forming part of Happy Cultures' broader protein innovation journey, the company is now bringing the ingredient into a bar format, with a focus on combining nutrition, convenience, taste and accessibility.

Happy Cultures' growth over the past year has been driven by a sharper focus on products with strong consumer demand, alongside an expanding omnichannel presence. The company recorded monthly revenues of more than Rs 40 million in both August and September, translating into an annualised run-rate of over Rs 500 million. During the same period, its average order value increased 3X.

Today, approximately 30 per cent of revenue comes from its website, 30 per cent from marketplaces and 40 per cent from quick-commerce platforms, reflecting the growing role of digital and convenience-led channels in health and wellness consumption. The company's own website receives more than 2 lakh visitors every month, while its presence across marketplaces and quick commerce continues to broaden its consumer reach.

The company's product strategy has remained centred around specific consumer needs across protein, nutritional supplementation, gut health, sleep and wellness, rather than simply following broad category trends. This approach has translated into strong traction across its portfolio, with its melatonin products achieving bestseller positions across multiple platforms and yeast protein products reaching bestseller positions on select platforms.

Happy Cultures has also built a repeat purchase rate of close to 25 per cent, indicating that a growing share of consumers are returning to its products as part of their regular health and wellness routines.

Amit Monteiro, CEO, Happy Cultures, said, "We didn't want to enter protein bars simply by replicating what already exists in the market. We wanted to bring something distinctive to the category. Yeast protein has been an important part of our innovation journey, and bringing it into a protein bar felt like a natural next step. At the same time, crossing Rs 500 million annualised revenue run-rate gives us confidence in the demand we are seeing across our portfolio. Our focus now is to continue identifying what consumers need, build products that genuinely fit into their lives and make health and nutrition more accessible and enjoyable."