Snacking for Two: Why New Moms Are Looking Beyond Multivitamin Pills to Functional Foods



New Delhi, Delhi Nov 17, 2026 (Issuewire.com**)** - Becoming a mother changes everything, and the first few months after delivery ask a lot of the body and mind. New mothers are healing, feeding a baby round the clock and running on broken sleep. Their own meals are usually the first thing to slip.

For years, the answer was a strip of multivitamin tablets. That's starting to change. Many new mothers are now looking at functional foods as an easier, tastier way to eat well during this phase.

Swasthum Wellness, a New Delhi-based nutrition manufacturer, is part of that shift. It makes functional food formats such as protein bars, nut and seed powders and capsules, built around clean labels and everyday convenience.

Beyond Pills: The Need for Functional Nourishment

Multivitamin tablets have been the default for decades, but many mothers find them easy to forget or hard on the stomach. Functional foods fit more naturally into a new mother's day, her taste and her appetite.

One thing doesn't change. Many new mothers in India are prescribed iron, folic acid and calcium tablets after delivery. Functional foods can sit alongside these, but they shouldn't replace anything a doctor has prescribed.

Functional foods are nutrient-dense foods made with a specific nutritional purpose in mind. After delivery, that usually means:

- Protein, which the body needs for recovery
- Iron and folic acid, nutrients doctors keep a close eye on after delivery
- Omega-3 fats, found in fish, walnuts and flaxseed
- Familiar ingredients from traditional Indian postpartum foods, like dry fruits, gond and ajwain
- Fibre and probiotic foods like curd, for regular digestion

Why Snacking Works for Moms

The weeks after delivery rarely run to a timetable. Sleep comes in pieces, meals get pushed back, and hunger shows up at odd hours, often during a 3 am feed. In that kind of routine, a good snack does a lot of the heavy lifting. A protein bar mid-morning or a nourishing drink in the evening is easier to manage than a full meal, and it keeps a mother going through the day.

Swasthum makes several formats that suit this kind of routine:

- High-protein snack bars made with simple ingredients, along with millet bars
- Nut and seed powders and protein powders, which can be fortified with vitamins and minerals
- Gut capsules
- Omega-3 capsules

Mothers who are breastfeeding should check with their doctor before starting any new supplement or herbal product, even one made from food.

A More Enjoyable Way to Meet Daily Needs

Taking pills every day can feel like a chore. Food is different. It becomes part of the day, and most people find it easier to stick with something they actually enjoy eating.

Swasthum says it holds its products to clear safety, quality and labelling standards. According to the company:

- Its products are made without artificial colours or preservatives
- Recipes are developed by its in-house team, working with nutritionists and food scientists
- Labels list ingredients and nutrition information clearly, so mothers and their doctors can see exactly what's inside

That mix of care and science is what makes functional foods a useful companion during the postpartum months.

A Vision That Empathises with Mothers' Needs

Dr Raghav Singhal, Director and CEO of Swasthum Wellness Pvt Ltd, says:

"Mothers today want more than the advice their own mothers got. They want food that's simple, safe and fits into a day that's already full. At Swasthum, we want to make good nutrition something a new mother looks forward to, not another task on her list. And we always tell mothers to keep their doctor in the loop."

Empowering Motherhood Through Smarter Nutrition

Every new mother's needs are different, so her diet should be too. More mothers are now choosing functional foods as a practical, affordable way to look after themselves, alongside the care their doctor recommends.

With brands like Swasthum Wellness, that care comes one simple snack at a time.

To see the range of functional foods Swasthum makes, visit swasthumwellness.com.

About Swasthum Wellness Pvt Ltd

Swasthum Wellness Pvt Ltd is a New Delhi-based manufacturer of nutrition, snack and sports supplement products, offering contract manufacturing and private-label services to brands. The company supports clients across recipe formulation, manufacturing, packaging and label design, and distribution. Its product capabilities include protein, energy and millet bars, nut butters and spreads, protein powders, creatine and amino acid supplements, capsules and functional foods. Learn more at swasthumwellness.com.

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Source : Swasthum Wellness Pvt Ltd

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