

Pluckk Expands into UK with Clean-Label FMCG Portfolio

06 October 2026 | News

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Pluckk, India's leading digital-first clean FMCG brand, is expanding into the United Kingdom, one of the world's most health-conscious consumer markets.

Pluckk is live in 17 stores within the first month of launch, and in those stores it already holds a 15 per cent share of the protein bar category. The brand is targeting 100 stores across multiple retail chains within three months, and roughly 500 within a year, with local grocery chains and online marketplaces coming soon. Pluckk plans to take its UK range from a few products today to over 50 SKUs across multiple clean-label categories - including cold-pressed fruit juices, functional drinks, healthy crisps, snacks, salads, tomato ketchup, etc

Clean label isn't an India-only story anymore. The bet rests on a shift that's happening in both markets at once. In India, we are seeing an emergence of clean-label brands & Pluckk is one of the pioneers with fresh & clean products across FnV & FMCG segments. In the UK, the Food Standards Agency's latest survey found roughly 75 per cent of consumers had made dietary changes for health reasons. Those are two very different markets arriving at the same place. While Indian FMCG brands are becoming increasingly export-ready, a clear gap remains for Indian brands with clean-label, functionally superior products to international standards. With its focus on making clean, nutritious food more accessible, Pluckk is well-positioned to address this growing demand.

“Pluckk was built with a simple vision – to make clean, nutritious food accessible to everyone. We believe consumers shouldn’t have to compromise between what is good for them and what is convenient, affordable and enjoyable. As we enter the UK, we are taking this vision to a new market where we see a growing appetite for better, cleaner food choices. This expansion is not just about taking Pluckk to the UK; it is about taking our larger mission global and making clean food a more accessible part of everyday life,” said Pratik Gupta, Co-founder & CEO, Pluckk.

Pluckk has rapidly built a geographically diverse footprint across England and Wales, with a presence spanning Lancashire, Merseyside, Yorkshire, Lincolnshire, the Midlands, East Sussex, Carmarthenshire, and Pembrokeshire, moving beyond the traditional city-by-city approach to market expansion. This gives the brand a broad footprint across both urban and suburban markets, with plans to further expand its retail presence across the UK.