

BREAKFAST FOODS – INDIAN CONSUMER – 2019

Cater to Indian taste buds with a focus on freshness, authenticity, and innovation of ingredients and packaging.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Packaged breakfasts need to adopt a multi-pronged approach to cater to consumers' needs
- Transition to traditional breakfast options
- Traditional packaged breakfast options
- Entry of Swiggy and Zomato
- Play up freshness and authenticity
- Make breakfast on the go
- What this means

KEY TRENDS

- What you need to know

Key drivers

- Innovate on hot cereal options for Indians
 - Graph 1: Retail volume contribution of hot breakfast cereals to total breakfast cereals, 2016
- Emphasise that cereals can be consumed warm
- Leverage the needs of the health-conscious consumer

Global trends and how they are playing out in India

- Provide on-the-go options
- Play up authenticity
- Ensure authenticity
- Ensure authenticity

CONSUMER INSIGHTS

- What you need to know

Occasions of consumption

- Focus on consumers who eat at home
 - Graph 2: Select locations of breakfast consumption by consumers for more than once a week, August 2018
- Play up freshness cues
 - Graph 3: Select breakfast option made at home by frequent and infrequent consumers, August 2018
- Communicate freshness in packaged foods

Breakfast Foods – Indian Consumer – 2019

- Provide fresh breakfast options like QSRs
 - Graph 4: Agreement to breakfast eaten at fast food outlets more than once a week, by age group, August 2018
- Offer value propositions to capture consumer interest
- India still believes in a sit down fresh breakfast

Traditional breakfast

- Innovate in traditional breakfasts commonly eaten at home
 - Graph 5: Select breakfast options commonly eaten at consumers' homes, by region, August 2018
- Target South and West regions with packaged Indian options
 - Graph 6: Consumption of select Indian packaged breakfast options, by region, August 2018
- Play up convenience of ready-to-eat options to the youth
 - Graph 7: Consumption of select packaged Indian breakfast options, by age, August 2018
- Incorporate traditional grains in Indian breakfast options
 - Graph 8: Agreement to which attributes would encourage you to eat packaged breakfasts more often, by traditional and Western packaged breakfast eaters, August, 2018

Western breakfast

- Target different regions with different Western breakfast options
 - Graph 9: Consumption of select Western packaged breakfast options, by region, August 2018
- Provide instant Western breakfast options to younger consumers
 - Graph 10: Consumption of instant breakfast options in the last 6 months, by age, August 2018
- Instant options for the youth
- Cater to Tier 1 consumers with meal replacement bars
- Look at shorter preparation time for single consumers
 - Graph 11: Consumption of select packaged breakfast options, by marital status, August 2018
- Make oats a better-for-you ingredient
- Breakfast in a bottle
- Expand into smoothies, parfaits, and juices

MARKET APPLICATIONS

- What you need to know

Opportunities

- Target consumers across India with packaged breakfast options that cater to regional tastes
 - Graph 12: Consumption of select packaged breakfast options, by region, August 2018
- Target the youth with ready-to-eat and on-the-go options
- Nudge consumers to subscribe

Who's innovating

- Innovate with new ingredients or packaging

Global innovators

- Save time and ensure quality
- Innovate through kits
- Address functional benefits
- Offer convenient formats
- Consumer survey methodology

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