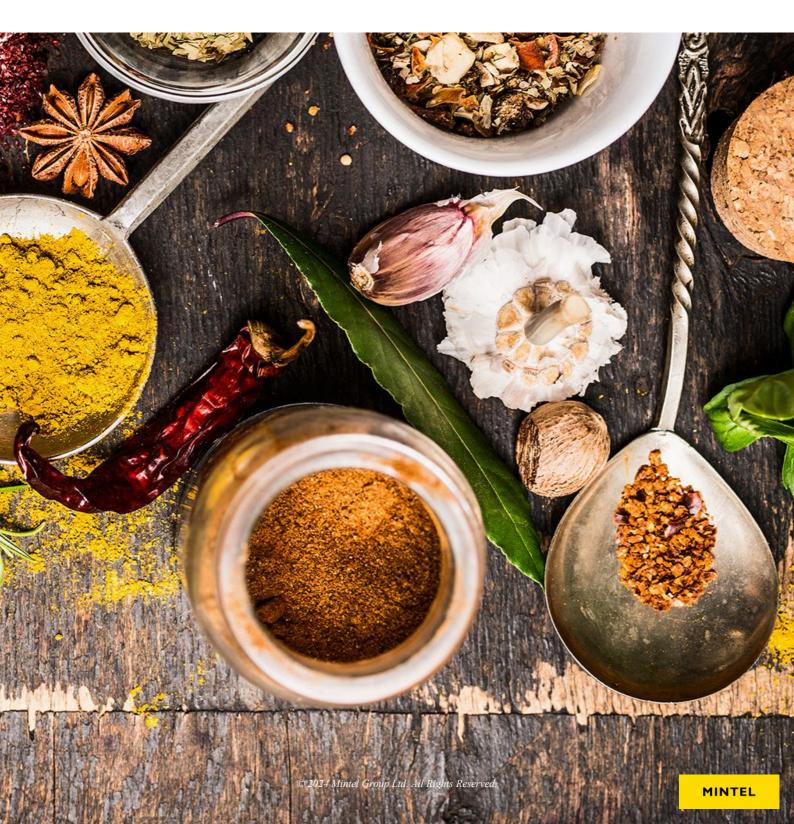
# COOKING AT HOME – INDIAN CONSUMER – 2018

Indian cooks won't sacrifice taste, freshness or quality for convenience. Packaged cooking ingredients must meet high quality standards and flavour expectations.



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# Report Content

#### **EXECUTIVE SUMMARY**

- What you need to know Summary
- · Opportunity to engage and connect through Indians' strong connection with food and cooking
- · Appeal to Indians' traditional approach to cooking
- Introduce 'acceptable' time-savers into stay-at-home moms' cooking routines
- · Eliminate excuses for singles
- · Expand organic offerings, promote food safety and control
- · What it means

#### **KEY TRENDS**

What you need to know

#### **Key drivers**

- · Dedication and passion for food drive Indian cooks
- · Combine tradition with technology to increase enjoyment of internet-connected cooks
- Experience with international foods and improving supply chains boost availability of imported ingredients, driving experimentation at home
  - Graph 1: Nuclear and joint households, 2001 and 2011
- · Slightly more than half of urban households are nuclear families
- · Make it easier for singles to cook for one
- · Single-person households are a niche, but growing, market

#### Global trends and how they are playing out in India

- Deviate from the standard of moms in the kitchen: Show dads cooking with their kids
- Cooking skills are required for a potential groom to be deemed worthy
- · Go deeper than local, meet demand for 'hyperlocal'
- · Tailor products/marketing to local tastes, add credibility and authenticity through partnerships with experts

#### CONSUMER INSIGHTS

What you need to know

#### Who is cooking? Time dedication and skill level

- Graph 2: Average daily time spent cooking, by gender, February 2018
- Graph 3: Women's average daily time spent cooking, by motherhood and employment, February 2018

### Cooking at Home – Indian Consumer – 2018

- · Promote time-saving solutions to non-working Indian women without children
  - Graph 4: Cooking skills, by average daily time spent cooking, February 2018
  - Graph 5: Cooking skills, by parent status, gender and moms' employment, February 2018
- · Offer easy-to-follow recipes and new instructional formats to appeal to the connected novice cook
- · Use augmented reality on product labels to instruct, entertain

#### Reasons for cooking

- Focus on health and control to resonate with at-home cooks
  - Graph 6: Reasons for cooking at home, February 2018
- · Homemade means healthy
- · Stay-at-home moms have more motivations for cooking at home
- · Promote cooking together as 'family time' to dads
- Dads doing it all want (and deserve) recognition
  - Graph 7: What drives cooking, by household type, February 2018

#### Cooking habits and preferences

- Graph 8: 'Packaged cooking sauces are good for everyday meals', by women and moms' working status, February 2018
- · Identify and respond to established shopping habits

#### MARKET APPLICATION

· Opportunities: key areas of focus

#### **Opportunities**

- Call out quality cues on packaged seasonings
- Explore various methods in communicating quality
- · Introduce cooking sauces and seasoning blends with organic claims
- · Offer spice 'shots' to preserve product freshness, add to daily nutritional needs, and provide ease-of-use
- · Potential to increase 'ease-of-use' claims for seasonings in India

#### Who's innovating

- · An Indian household staple, reinvented
- · YouTubers introduce regional and rural cuisines to a broader audience
- · Authentic, traditional, rural cooking videos growing in popularity
- Fingerlix launches fresh, chilled 'almost-ready' cooking sauces

#### Global best practices

- Keep up with evolving trends: Indian street food inspires launch of UK ready meals
- · Encourage exploration, show how non-traditional foods can have a place on the plate
- Offer convenience through packaged sides and starters; leave room for scratch cooking
- · Promote 'shortcuts' rather than 'replacements'

## **APPENDIX**

• Consumer survey data

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