

# 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.



Rushikesh Aravkar,  
Associate Director –  
Consumer Reports South  
APAC – Food & Drink





# 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

### MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

# About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

## How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

## BUY THIS REPORT NOW

**€2600.00 | £2195.00 | \$2995.00\***

[store.mintel.com](https://store.mintel.com) | [store@mintel.com](mailto:store@mintel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850