

EATING HABITS – INDIAN CONSUMER – 2019

Help consumers move into healthy eating with tradition at its core.
Partner in their efforts to help reduce nasties and adopt better-for-you ingredients.



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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Step in to help consumers diversify their palette and achieve their health goals; promote food as a stress-buster for emotional wellbeing
- Food is not just a commodity but also an expression
- Keep the focus on product launches with low/no/reduced allergen claims to fit consumers' lifestyle
 - Graph 1: Top claims for food products, 2016-19
- Adopt Indian eating ways to cater to growing demand for vegetarian and vegan options globally
- Highlight the benefit of including healthier grains like millet and oats in one's regular diet
- Work on ethical issues like food waste management to establish connections with the evolving consumer
- What it means

KEY TRENDS

- What you need to know

Key drivers

- The Indian palette is carbohydrate-heavy
- Dietary habits of Indian consumers
- Rising incidence of health issues
- Food as a route to happiness

Global trends and how they are playing out in India

- Anticipate greater demand for 'eco dieting' – food and drink for both planetary and human health

CONSUMER INSIGHTS

- What you need to know

Dietary habits

- Help men achieve their health goals with a lighter dinner
 - Graph 2: Heaviest meal of the day – by age group, Feb 2019
- Bring in more meal options for breakfast to make it a more exciting meal
- Get into the breakfast space with food that resonates with North Indian tastes and is easy to prepare
- Encourage the concept of a heavy breakfast in India
- Use lunchtime to reach out to women for promotions and awareness

Eating Habits – Indian Consumer – 2019

- Help consumers migrate to a heavy lunch in West India
- Educate consumers who want to live a healthy lifestyle on balancing meals

Diet preferences of consumers

- Encourage increased fruit and vegetable consumption – a trend that is slowly picking up
 - Graph 3: Consumption of fruit and vegetables over the last 12 months, by gender and age, Feb 2019
- Popularise oats in the Indian meal space
- Play up the health benefits of oats
- Oat ingredients can grow with the plant-based trend
- Assist consumers as they strive to eat more fruit, vegetables and dairy
- Start-up beverage company stresses the needs of Indian consumers: more fruit in drinks
- Take inspiration from innovative fruit-based food choices across categories
- Brands must innovate with dairy products and their packaging to appeal to the younger generation
 - Graph 4: Consumption pattern of milk products, by age group, Feb 2019
- Look into alternate dairy to help connect with younger consumers
- Partner with consumers from South India as they take steps towards better eating
- Innovate on tastes in products that use millet to help tier 1 consumers adapt to these healthier grains
 - Graph 5: Consumption of millet, by tiers, Feb 2019
- Understand the reasons for reduction in consumption of meat and fruit/vegetables among tier 3 consumers
- Continue stealthy sodium reduction strategies
 - Graph 6: Percentage of food and drink launches with low/no/reduced sodium claim, by region, Apr 2016–May 2019

MARKET APPLICATIONS

- Opportunities: What you need to know

Opportunities

- Target products that can be consumed on the go to increase consumption of better-for-you ingredients
- Package fruit and salads along with main dishes for a complete, balanced meal
- Play up the ethical quotient – no waste!
- Highlight the importance of food on emotional health
- Take a cue from food products around the globe that are positioned as mood enhancers
- Play on the nostalgic sentiment associated with food to help build brand equity

Local innovations

- New technology drives innovation in the food delivery space in India
- Start-up brings healthy, home-based food to the comfort of your own space
- Indian product launches play into the 'health buzz'

Global innovations

- Colouring ingredient producers can add excitement with colour-changing innovations
- Develop low-sodium options that also meet parents' top requirements for kids
- 2019 is the year for oat milk
- Oat protein and oat fibre also have potential

APPENDIX

- Consumer survey methodology

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