

# EATING OUT/EATING HABITS – INDIAN CONSUMER – 2022

Home cooking is being fueled by post-pandemic interest in health and hygiene, but consumers are also looking forward to dining out to embrace novel experiences.



A Mintel Analyst, Global Analyst



# Eating Out/Eating Habits - Indian Consumer - 2022

## This report looks at the following areas:

- Impact of COVID-19 on eating out
- Key trends in eating habits and attitudes among Indian consumers
- The rise of cooking as a skill and home-cooked meals
- Eating out activities gaining momentum
- Food outlets that are hygienic, clean and provide healthy offerings encourage consumers to eat out
- Indian consumers seek novel dining experiences to motivate them to dine out
- Opportunities for restaurants and food brands to meet the needs of Indian consumers when it comes to eating out or eating habits



Home cooking is being fueled by post-pandemic interest in health and hygiene, but consumers are also looking forward to dining out to embrace novel experiences.

## Overview

**Cooking** as a skill is on the rise among Indians, with **55%** of Younger Millennials cooking more compared to three months ago. The lockdowns induced consumers to cultivate and hone several skills, the most important of which was cooking home-cooked meals. It was regarded as a safer option and it also instilled a sense of joy and togetherness as an activity, where consumers wanted to be adventurous, venturing on new cuisines and flavours and deriving joy from it.

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Though the fear of the virus has faded from consumers' minds, the desire for overall wellbeing has become ingrained in them. With **42%** of consumers preferring to eat at restaurants that offer healthy options, it is clear that even when dining out, consumers are concerned about their health and wellbeing. Along with their own health, consumers are prioritising the health of the planet, as they seek sustainable initiatives and eco-friendly dining experiences.

With the rising prices of food and other commodities, the challenge for the diners would be to provide novel experiences for their customers at an affordable price.

Food brands and restaurants can assist people in honing their cooking skills while also providing a sanitary environment, healthy offerings and one-of-a-kind, new and sustainable experiences to drive dining out.

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# Report Content



## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- Impact of COVID-19 on eating out/eating habits
- Home-cooked meals are most preferred among Millennials
  - Graph 1: activities consumers are doing more of compared to three months ago, by generation, 2022
- Consumers are increasingly heading to restaurants to celebrate special occasions
  - Graph 2: food outlets chosen by occasion in the last three months, 2022
- In addition to hygienic environment and healthy offerings, provide sustainable initiatives to encourage eating out
  - Graph 3: factors in choosing one restaurant over another, 2022

### Mintel predicts

- The outlook for eating/eating out habits among Indian consumers
- The marketing mix
- Quick download resources

## KEY TRENDS

- What you need to know

### Diners are of 'two minds'

- Current financial mindscape of consumers
- Consumers tend to 'Prepare for the worst'
- Consumers, on the other hand, also value experience
- Indian consumers are also seeking joy and escape
- Hence with rising food prices, restaurants in a bind

### Survival skills on the rise

- Consumers will continue the quest to acquire new skills
- Cooking skills gain traction among Millennials
- Make cooking at home a more enjoyable experience
- Assist consumers in preparing hand-crafted drinks

### In pursuit of overall wellbeing

- Healthy eating has become the norm for consumers

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- Extend popular offerings to include functional food and beverages
- What's good for me shall also be good for the planet
- Take moral responsibilities on behalf of customers

## CONSUMER INSIGHTS

- What you need to know

### Increased consumption of home-cooked meals

- Home cooked meals are most preferred among Millennials
- Home cooked food and meals are most preferable amongst consumers
  - Graph 4: activities that consumers are doing more, the same or less of compared to three months ago, 2022
- Inflation and concerns around health encourage more cooking at home
  - Graph 5: activities that consumers are doing more, the same or less of compared to three months ago, by eating out behaviours, 2022
- Capitalise on Younger Millennials who are more adventurous in the kitchen
  - Graph 6: consumers who are cooking more compared to three months ago, by generation, 2022
- Working unmarried men are more into cooking
  - Graph 7: consumers who are cooking more compared to three months ago, by relationship status and employment, 2022
- Attract working mothers with home-cooked meals
  - Graph 8: eating more home-cooked meals outside compared to three months ago, by employment and parental status, 2022

### Eating out gaining momentum

- Consumers head out to restaurants to celebrate special occasions
- Gen Z and Millennials are starting to indulge more in eating out experiences
  - Graph 9: activities that consumers are doing more of compared to three months ago, 2022
- Heading out to a restaurant in the event of celebrating occasions
  - Graph 10: food outlets chosen in the last three months, by occasion, 2022
- When it comes to festivals, Gen X prefers restaurants over food delivery services
  - Graph 11: food outlets chosen, by occasion, gender and age, 2022
- On a date, Gen Z and Millennials plan ahead, choose restaurants and prefer healthy options
  - Graph 12: food outlets chosen by occasion in the last three months, by eating out behaviours of Gen Z and Millennials, 2022
- Self-employed Gen Z and Millennials prefer convenience-driven food delivery
  - Graph 13: food outlets chosen by occasion in the last three months, by generation, 2022
- Street food stalls are on the rise among budget-conscious young solo diners

### Health and hygiene are top priority while eating out

- The three dimensions of eating out habits

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- The importance of health and hygiene in driving dining out experiences cannot be overstated
  - Graph 14: consumer behaviours towards eating out, 2022
- Provide hygiene assurances, especially to the affluent
  - Graph 15: consumer behaviour on eating out, by SEC, 2022
- Incite the working class with healthy options like plant-based food
- Young Millennials desire new experiences while eating out
- Gen Z and young Millennials are more eager to try new dining experiences
  - Graph 16: consumers who usually plan where they want to eat out in advance, by gender, age, region and SEC 2022
- Eating out decisions are majorly driven by online influencers
  - Graph 17: activities that consumers are doing more of compared to three months ago, by eating out behaviours, 2022
- Reading online food reviews is more common among Tier 3 consumers compared to metros
  - Graph 18: consumers who are reading online food reviews more compared to three months ago, by region and city tier, 2022
- Attract premium-minded older gen consumers with events and décor
  - Graph 19: factors for choosing one restaurant over another, by eating out behaviours, 2022

## Motivators in choosing a restaurant

- Clean, hygienic and sustainable environment will attract diners
- What drives consumers to choose a restaurant
- Millennial men are motivated more by healthy offerings when choosing a restaurant
  - Graph 20: motivators to choose a restaurant, by age and gender, 2022
- Health-driven consumers favour restaurants that promote ethical and sustainable practices
  - Graph 21: factors in choosing one restaurant over another, by eating out behaviours, 2022
- Restaurants that use locally sourced ingredients are favoured by Baby Boomers and young Millennials

## MARKET APPLICATIONS

- Opportunities: key areas of focus

### Empower consumers' cooking skills or home-cooked meals

- COVID-19 increases cooking from scratch
- Assist young consumers in honing their cooking skills
- Partner with renowned chefs in providing lessons on everyday recipes
- Make cooking fun and enjoyable
- Encourage in-home farming as a skill to improve overall wellbeing
- DIY meal kit consumption has grown in popularity
  - Graph 22: meal kit launches pre- and post-COVID-19 pandemic
- Provide gourmet meal kits to entice adventurous home cooks
- Lure in consumers with regional home-chef cuisine

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- Online platforms connect favourite home chefs

## **Restaurant hygiene and healthy offerings to attract diners**

- Food outlets shall provide hygiene assurances
- Partner with restaurant aggregators to promote as the 'Most Hygienic'
- Excite diners with gourmet healthy offerings
- Include functional claims in indulgences to appeal to health-conscious consumers
- Global trend: restaurants ramping up healthy plant-based offerings
- Provide real-time experience of plant-based food
- Offer de-stressing activities to attract customers seeking holistic wellbeing

## **Provide novel experiences to boost eating out**

- Consumers desire new experiences while eating out
- Creating in-store experiences to increase enjoyment while dining out
- Enhance dining experiences by creating an interactive environment
- Provide décor that mesmerise experience-hungry customers
- Link outdoor dining experiences with a touch of localism
- Indian restaurants that are walking the talk on sustainability

## **APPENDIX**

- Consumer research methodology

# 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.

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