

# EATING OUT – INDIAN CONSUMER – 2019

Cater to the rising young generation of diners who enjoy eating out. Use street food to introduce newer cuisines to consumers and enhance the dining out experience.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Align packaged foods with the dining out choices of Indian consumers; help enhance the experience to make it memorable
- Foodservice industry in India
- Restaurants walk away from food aggregators to counter unjust deep discounts
- Target women with communication about the advantages of eating out of the home
- Innovate in the street food space to offer global cuisines in this format; take inspiration from street food into other packaged foods
- Key takeaways

## KEY TRENDS

- What you need to know

### Key drivers

- Leverage people's spending capacity
- Young adults change the rules of socialising: meeting friends at restaurants and cafés is the new norm
- Surge in the number of dining out options has consumers spoiled for choice
- Indian consumers are exposed to dessert options from across the globe

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

- Social media gives rise to a new set of 'food influencers'
- Social media helps foodservice chains market themselves without high costs

## CONSUMER INSIGHTS

- What you need to know

### Patterns of eating out

- Keep street food choices at the centre of dining out options
  - Graph 1: Dining out locations, by gender, Feb 2019
- Focus on women to help position eating out as a way to break away from their regular routine
- Use the young generation (18-34) as a hook to lure older consumers into eating out
  - Graph 2: Dining out locations, by age group, Feb 2019
- Curate dining out offers for different age groups in line with their lifestyle
- Use the 18-34 consumer base to test new flavours

## Eating Out – Indian Consumer – 2019

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- Cater to the concerns of North Indian consumers to help them eat out more
  - Graph 3: Dining out locations, by region, Feb 2019
- Cater to the regional differences in eating out habits among consumers
- Address the need for more places to eat out in Tier 2
- Market dining out a convenience feature rather than a luxury to increase frequency of eating out for Tier 1 consumers
  - Graph 4: Eating out frequency, by city tier, May 2019
- Club eating out offers with grocery and household shopping to help homemakers step out to eat
  - Graph 5: Dining out locations, by employment status, Feb 2019
- Position eating out as a way to unwind for mothers with children
  - Graph 6: Dining out locations, by parental status, Feb 2019

### Influencers for dining out

- Keep focus on food quality to become people's preferred dining destination
  - Graph 7: Influencing factors in selecting a dining out location, by age, Feb 2019
- Use child-friendly claims to attract women towards dining outside their home
- Cater to the dining nature of North Indians; dial up the experience of dining destinations
  - Graph 8: Influential factors in selecting a location for dining out, by region, Feb 2019
- Value for money is the mantra for South India
- Price dining out in line with the spending power of Tier 1 cities
- Go beyond just food to appeal to the evolved generation of students, but with affordable prices
- Position eating out as a pampering activity, particularly for single consumers

### Attitudes towards eating out

- Understand the varying attitudes towards eating out as per consumer behaviour
- Diversify offerings as per consumer profiles: at-home and out-of-home diners; work towards dispelling the perception that eating out is unhealthy
  - Graph 9: [no title]
- Curate menus and offerings to tantalise the globalised consumer
- Work on promoting dining out places as the perfect place for socialising without the responsibility of hosting
  - Graph 10: Attitudes towards eating out, by age group, Feb 2019
- Cater to the diverse regional needs of consumers when eating out
  - Graph 11: Attitudes towards dining out, select, by region, Feb 2019
- Address consumer needs for affordable dining options to drive consumption of outside food
  - Graph 12: Attitudes towards dining out, select, by city tier, Feb 2019
- Up the fun aspect of eating out for students

## MARKET APPLICATIONS

- Opportunities – what you need to know



### Opportunities

- Adopt street food flavours in ready meals and DIY kits to resonate with consumer sentiments
- Street food flavours move across categories
- Use street food stall formats to introduce newer foods to Indian consumers
- Focus on experiences to cater to evolving consumer bases
- Take inspiration from global, themed restaurants
- Target communication for eating out towards women

### Who's innovating

- New-age cafés ride the healthy wave
- Innovations in dining out span across the country
- Food and entertainment: the army way!

### Global innovation

- Retail 'stores' within restaurants help diners discover new food and drink
- Chicago's Forum 55 blends foodservice and an outlet for speciality food
- UK meal kits get 'street food' focus
- Pot Noodle latest to tap appetite for 'street food'
- KFC adopts local flavours in China

## APPENDIX

- Consumer survey methodology

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