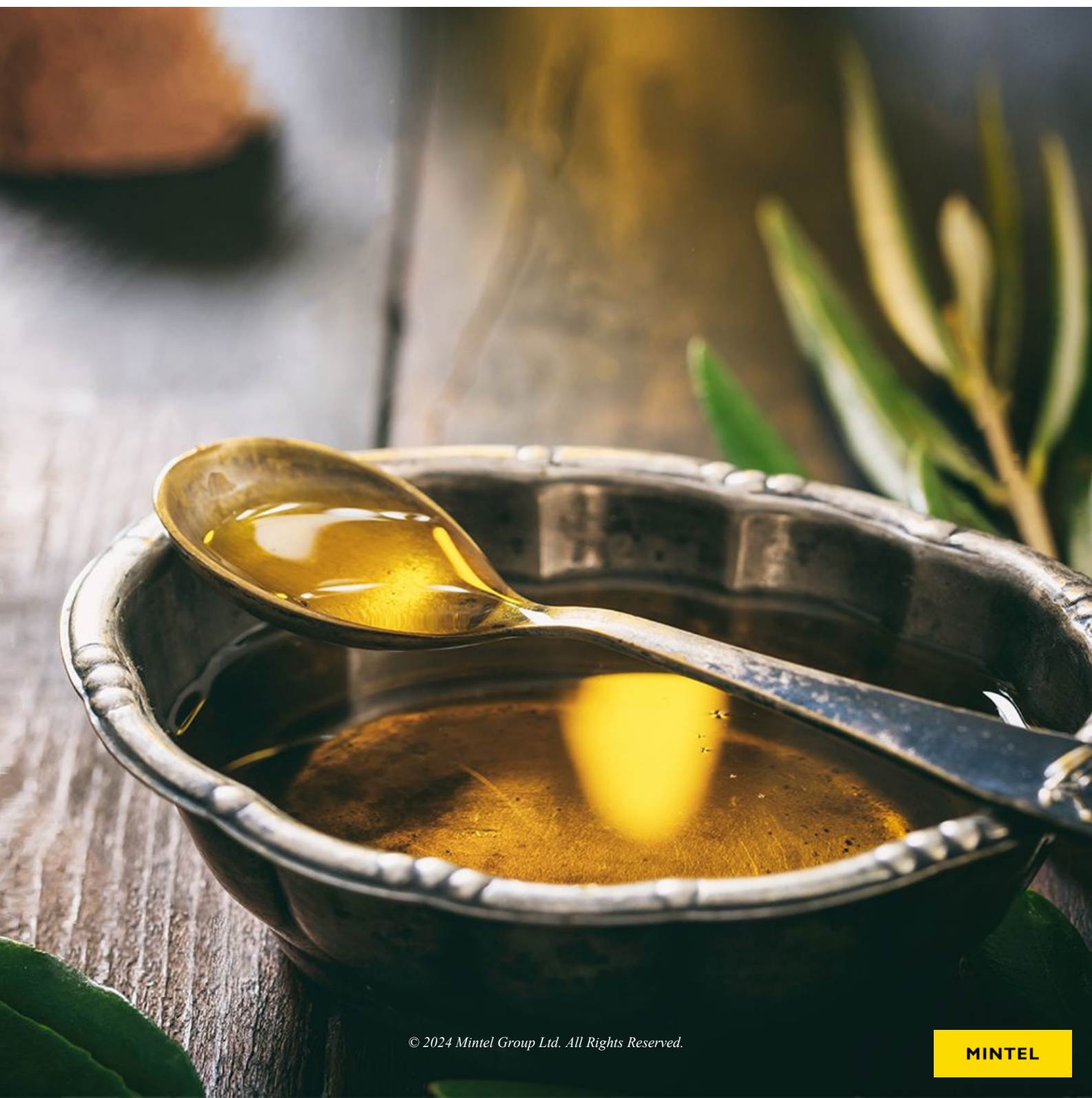


EDIBLE OILS – INDIAN CONSUMER – 2019

Dive deeper into heart health and help consumers moderate oil consumption. Build on skin, digestive and immune functionality.



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



Report Content



- What you need to know

EXECUTIVE SUMMARY

- Encourage moderation to push heart health along with health goals
- APAC retail market overview: cooking and edible oils, 2017
- Fast facts
- Olive oils are trending
 - Graph 1: Change in edible oil ingredient types in edible oil NPD, Sep 2016–Aug 2017 vs Sep 2018–Aug 2019
- PET bottle packs are on the rise; flexible packaging is in decline
 - Graph 2: Change in type of packaging in oils NPD, Sep 2016 and Aug 2019
 - Graph 3: Pack type in edible oils, Sep 2016–Aug 2019
- Bottle packs dominate edible oil packaging
 - Graph 4: Oils unit pack size vs pack type, Sep 2016–Aug 2019
- Encourage product trials among younger cohorts with smaller SKUs
- Formulate cooking oils to help maintain a balanced diet
- Key takeaways

KEY TRENDS

- What you need to know

Key drivers

- FSSAI encourages fortification to fight malnutrition
- Headlines that impact India's edible oil industry

Global trends and how they are playing out in India

- Help Me Help Myself
- Rethink Plastic
- Our pick of the most innovative launches from around the world

CONSUMER INSIGHTS

- What you need to know

Consumer behaviour

- Leverage strong brand loyalty to evolve the consumer base

- Highlight benefits of refined oil; premiumise the healthier image of unrefined oils
- Introduce small packs in metros; add ergonomics at the point of use to elevate convenience
- Help consumers moderate oil consumption

Attitudes and purchase drivers

- Associate different types of oils for different applications and cooking styles
- Heart health remains an under-leveraged claim
 - Graph 5: Cooking oil attributes important to consumers, % of respondents, February 2019
- Focus on healthy heart, low-fat claims, and un-blended oils
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents
- TURF methodology
- Explore functionality beyond heart health
 - Graph 6: Top growing functional claims in oil, Sep 2017-Aug 2018 to Sep 2018-Aug 2019
- Provide cooking oil with added health benefits to homemakers and mothers

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Opportunities

- Offer organic oils to Tier 1 consumers
 - Graph 7: Consumers interested in organic cooking oil, February 2019
- Communicate quality through traceability
- Premiumise health benefits and portion control
- Premium oils in mono-dose sachets
- Adopt newer packaging innovations to boost packaging's recyclability
- Packaging to protect the oil, ease dispensing and lower CO2 emissions in transport

Who's innovating

- Oils provide diabetic support, heart health and brain-boosting function for babies
- Oil traces traditional methods and touts health, hair and skin benefits

Global innovations

- Oils have seen the biggest growth in organic claims in Europe
- Country of origin is important for oils
- Stanol and sterol claims are most prominent in rice bran oils

APPENDIX

- Consumer survey methodology

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 | 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

email: 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