

EMOTIONAL WELLBEING – INDIAN CONSUMER – 2018

As consumers become more aware of the negative effects of stress, brands have an opportunity to create simple, everyday solutions to help them cope.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- As health becomes more holistic, guide consumers through managing the different aspects
- Provide Indians with applicable solutions to help them lead healthier lives
- Help Indian consumers keep up with the expanding definition of health
- Introduce convenient outlets for stress relief
- Offer time-strapped employees work/life balance in bite sizes
- Educate Indians on the connection between stress and other health concerns
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Changing lifestyles throw up new health issues – and opportunities to offer assistance
 - Graph 1: Contribution of major disease groups to total deaths, 1990 and 2016
- Tailor products to address Indian consumers' desire for better health and experiences
 - Graph 2: Top goals over the next three years, February 2018
- Provide holistic – not medical – solutions for stressed out urban Indians
- Develop food and drink aids to promote digestive health
 - Graph 3: Top positive contributing item groups to industrial production growth, November 2017

Global trends and how they are playing out in India

- Go beyond physical products in development of mood enhancers
- Explore different stress-buster formats and go cross-category
- Incorporate tulsi's adaptogenic functionalities in food and drink products
- Create indulgent experiences that can be savoured
- Provide moments of reflection and relaxation with modern aromatics
- Highlight how everyday routines can serve as tech-free retreats

CONSUMER INSIGHTS

- What you need to know

Consumers' health concerns and perceptions

- Provide solutions to tackle stress, the top health concern for urban Indians
 - Graph 4: Top health concerns, February 2018
- The majority of urban Indians see themselves as being healthy
- Focus on diet and nutrition solutions that are easy to use
 - Graph 5: Select activities done for a healthy lifestyle, by health perceptions, February 2018
- Support Indians with products for emotional health management
- Promote emotional wellbeing benefits to the very healthy
 - Graph 6: Select health concerns, by health perception, February 2018
- Appeal to the very healthy with health solutions that fit into their lifestyle

Urban Indians are stressed out about stress

- Fill the gap in the Indian market for everyday stress relief products
- Develop stress relief specially for Indian women
 - Graph 7: Stress as a health concern, by gender and health perception, February 2018
- Target homemakers for group fitness activities for stress relief
 - Graph 8: Select goals of homemakers, February 2018
- Highlight the use of relaxation ingredients in snacks to calm stress eaters

Tired Indians need an energy boost

- Offer energising ingredients for today's fast-paced lives
- Incorporate more fruit and veg nutrition into packaged food to reach all Indians
- Position energy-boosting solutions to higher-income Indians
 - Graph 9: Select health concerns, by household income, February 2018
- Variety is the key to encouraging Indians to combat exercise fatigue
 - Graph 10: Select activities for a healthy lifestyle, by health description, February 2018
- Reach out to tired Indian women with iron-fortified foods
 - Graph 11: Tiredness/fatigue as a health concern among women, February 2018

Digesting tummy troubles

- Innovate around stress relief for to improve digestive health of Indian parents
- Reach out to Tier 3 Indian consumers with affordable digestive aids
 - Graph 12: Digestive health as a concern, by region and Tier 3, February 2018
- Use QR codes to elaborate on digestive credentials for engaged consumers
 - Graph 13: Features of interest on packaged food/drink labels, all vs those with digestive health concerns, February 2018

MARKET APPLICATIONS

- Opportunities: key areas of focus

Opportunities

- Expand tea's mood enhancing messaging to other food and drink categories
- Showcase stress busting and calming properties in food and drink across categories
- Incorporate fermentation and sprouting into packaged food for digestive health
- Apply a variety of digestive aids in food and drink for Indian consumers
- Encourage exercise breaks at work to improve productivity and employee wellbeing

Who's innovating

- Step in and support stressed-out Indian students dealing with exam pressure
- Take a moral stand to offer support to Indians in their search for stress management
- Highlight GABA during exam time to help students deal with their stress
- Provide a platform for consumers to talk freely about mental health through CSR initiatives
- Help consumers build healthy habits and be conscious of the decisions they make

Global innovators

- Light up lives with simple, accessible solutions for mood management
- Use light therapy to give people their regular dose of Vitamin D
- Make food for gut health tasty and fun, with inspiration from global markets
- Look to Japan to incorporate GABA into multiple categories

APPENDIX

- Consumer survey data

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