

FEEDING KIDS – INDIAN CONSUMER – 2018

Cater to new-age kids with food that is nutritional, healthy and fun. Help kids make informed choices about food in order to influence household decisions.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Address changing needs of Indian kids – build the perfect brand value by balancing health and fun suitable for the evolving generation
- Balance friendliness with discipline to help kids deal with the effects of modern lifestyles
- Associate with online portals and apps to create age-appropriate diet plans
- Rise in the number of online portals and platforms focused on children's development
- Offer low-calorie healthy food that appeals to children
- Include children in decision making to help them learn life skills
- Leverage the digital revolution to reach out to kids and parents regarding children's nutrition
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Cater to new-age kids who are spoiled for choice due to rising incomes and smaller families
- Create healthy 'junk food' variants as parents' awareness on the ill effects of junk food rises
- Take cues from niche brands that offer healthy alternatives to junk food aimed at kids
- Capitalise on the spending potential of Indian parents with healthy food options

Global trends and how they are playing out in India

- Help parents balance health with fun
- Adopt global healthy indulgences for the Indian market
- Strategise offerings in line with peer choices and external influences

CONSUMER INSIGHTS

- What you need to know

Evolving relationship with kids

- Build brand loyalty through the evolving relationship of kids with parents
 - Graph 1: Relationship with kids – Select attitudes, May 2018
- Play up nostalgia and facilitate communication between parents and kids through established brands
- Leverage the open relationships of working mothers with their kids and encourage stay-at-home moms to strengthen their relationships

- Promote the importance of an open parent/child relationship in Tier 2 cities
- Diversify strategy as per regional preferences while reaching out to parents

Kids' influence on household consumption

- Create awareness among kids regarding nutrition to increase their involvement in household meal purchasing decisions
- Enable kids to make informed decisions regarding food choices to help them contribute to purchase decisions
 - Graph 2: Kids' influence on food and drinks purchase, Select attitudes, May 2018
- Promote fun packs for school lunches among children
- Educate kids on nutrition and food groups through flyers and brochures in stores
- Use snacks as a hook to build brand loyalty among kids
- Target kids in Tier 2 cities as they have a strong influence on food purchases

Factors influencing kids' food choices

- Offer quick food options for kids that are suitable for the entire family
- Highlight addition of fruits and vegetables in kids' food
- Offer interesting formats of fruits and vegetables in food products to appeal to kids
- Customise offerings of kids' food based on regional preferences
- Cut out the high fat content from kids' food
- Use celebrities and advertisements to talk to kids about nutrition and healthy eating habits
- Rising trends of celebrities endorsing healthy products

MARKET OPPORTUNITIES

- Opportunities: Key areas of focus

Opportunities

- Offer portion-controlled, low-fat products for kids
- Customise portion-controlled snacks and meals for kids – play on flavour and packaging
- Leverage kids' brand loyalty to push bundled products for the entire family
- Offer holistic solutions to problems common in children, like poor concentration and skin breakouts common
- Combine food products with wellness and health to provide holistic solutions

Who's innovating?

- Brands attempt to offer kid-friendly food products with a hint of health
- Subscription boxes for snacks
- Fruit and vegetable juices lead the way to include these essentials in kids' diets

Global innovations

- Customise global kids' food innovations for the Indian consumer

APPENDIX

- Consumer survey 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.

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