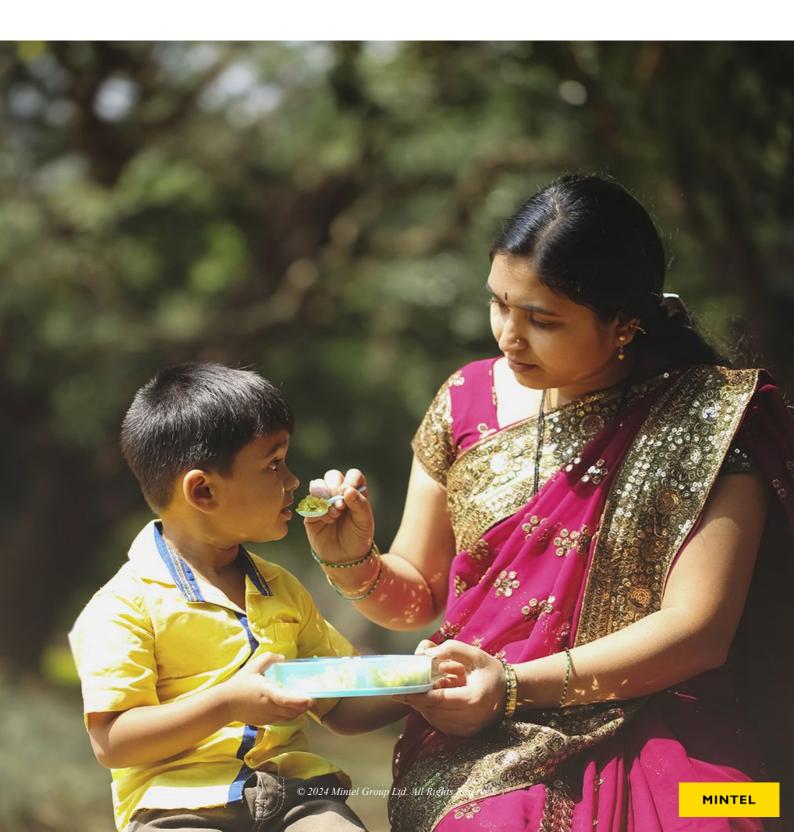
FEEDING KIDS – INDIAN CONSUMER – 2018

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

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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.

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