

# FLAVOUR TRENDS – INDIAN CONSUMER – 2019

Go deeper in flavours from India and the world. Use natural flavours with an emphasis on Indian herbs to appeal to the health-conscious Indian consumer.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Cater to an evolving consumer base with innovative flavours across the spectrum of international and traditional cuisines
- Flavours all the way...
- Trending flavoured food products range across ethnic and international flavours
- Restaurants lead the way for new flavours
- Highlight use of pure, natural flavours to address consumer concerns about artificial flavours
- Look within to discover ethnic flavours available across India
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Evolving tastes of Indian consumers with global exposure
- Launch of global sauce flavours from an established sauce brand

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

- Explore ethnic flavours in modernised formats
- Traditional flavours return: kesar, kaccha aam, imli and elaichi
- Create experiences using flavours

## FLAVOURS

- Mintel recommends
- The undeniable importance of flavour around the globe
- Indian consumers are following the path of young Europeans who are curious about new flavours

### Snacks

- Top flavours in snacks in India
- Top flavours in snacks globally
- Capitalise on popularity of global foods and traditional flavours like ghee in snacks
- Keep an eye on emerging flavours
- Move beyond the regular flavours of chilli and chaat in snacks
- Snacks emphasise the type of chilli used

## Flavour Trends – Indian Consumer – 2019

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- Take a cue from the global trend that is moving towards 'hot' flavours
- Regional chillies reflect regional tastes
- Take inspiration from flavours promoted by restaurants and QSRs
- Restaurants drive inspiration for new flavours
- Dig deep into vegetable and fruit blends to combine taste and health
  - Graph 1: Consumers who take their health into consideration when choosing the flavour of food and drink products, 2018
- Take note of the emergence of fruit and vegetable flavours in this category beyond potato and banana
- Vibrant colour and health benefits of beetroot can help engage with health-minded and experimental consumers
- Curate chocolate-flavoured snacks for the Indian market that are in line with APAC trends
- Chocolate as a flavour is popular across snack categories
- Chocolate and much more
- The opportunity

### Cold beverages

- Fruit flavours lead in juice launches globally
- India juice launches follow footsteps of global launches
  - Graph 2: [no title]
  - Graph 3: [no title]
- Emphasise the functional benefits of 'hero' ingredients when blending vegetables with herbs in juices
- Fruit is a favourite, but consumers are interested in innovations – worldwide
- New drinks extend options of fruit flavours that are new but familiar
- Leverage the familiarity of traditional fruit with innovative blends for beverages
- Draw inspiration from Indian street food for new flavours
- 'Spice up' juices and other beverages
- Tap into the functional benefits of herbs and spices by including them in beverages
- Take a cue from global launches as herbs and spices appear in more beverage launches
- Cardamom appears across beverages globally
- Increase adoption of matcha as it has a distinct flavour and colour
- Matcha offers brands health properties as well as a vibrant and unusual colour
- Make turmeric mainstream in beverages
- New launches with turmeric emphasise its health attributes
- Innovate on crossover flavours to offer 'permissible indulgence' opportunities to consumers
- Flavour innovations blur categories and consumption occasions
- The opportunity

### Chocolates/sweets

- Top flavours in chocolate, sugar and gum confectionery in India
- Top flavours in chocolate, sugar and gum confectionery globally
- Masala shows tremendous growth in 2018

– Graph 4: Flavour launches in sweets, 2016–19

- Dig deep into Indian and ethnic flavours to cater to Indian taste buds
- Dessert-inspired flavours can connect with health-conscious consumers
- Use innovative flavours in sweets with an eye on health to appeal to senior consumers
- Highlight health benefits of Indian herbs and spices used in sweets
- Herbs, spices and botanicals create nuanced flavours globally
- Build on Indian consumers' love for herbs and spices
- Offer new fruit in candies and sweets in line with global trends
- Explore newer fruit flavours, including innovations with regular fruit
- Incorporate exotic fruit in sweets/candies to cater to consumer choices
- Cater to the health needs of consumers with low sugar variants to address concerns about sugar intake
- Take a cue for low sugar products from global launches
- Use vegetables and natural herbs to reduce sweetness, along with added flavours
- The opportunity

## APPENDIX

- Consumer survey methodology
- Terms and definitions

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