

FUNCTIONAL FOODS – INDIAN CONSUMER – 2023

Indians are embracing functional foods. Offer multifunctionality, mental health and science-backed claims; innovate with fruit-, vegetable- and protein-based ingredients.



Anamika Banerji,
Research Analyst - Food
and Drink, India



Functional Foods – Indian Consumer – 2023

This report looks at the following areas:

- Consumption and drivers of functional foods
- Functional foods' core users – willing to pay a premium
- Opportunities to expand consumption across different food categories
- Consumer segmentation based on health and fitness behaviours, and analysis of how functional foods can be positioned for these segments
- Health benefits of interest, and scope to expand usage through multifunctionality
- Ingredients of interest in functional foods
- Routes to prove value and efficacy to discerning consumers
- Global and Indian innovations – inspiration for players looking to explore the functional food category



Indians are embracing functional foods. Offer multifunctionality, mental health and science-backed claims; innovate with fruit-, vegetable- and protein-based ingredients.

Overview

Indian consumers are warming up to functional foods, as they recognise the need for complete nutrition and holistic wellness. Women and younger consumers are most likely to purchase functional foods, even at a premium.

Mintel's findings help in understanding the target audience and scope for expanding consumption of functional foods, classifying consumers into three wellness segments based on their fitness-related behaviours.

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Consumers have become cautious shoppers keen to read product labels, ingredient lists and claims when choosing products. This Report gives a detailed account of people's key health goals and ingredients of interest to inspire innovation in the functional food space.

While there is interest in functional foods, consumers want to be sure of their efficacy before investing. This Report notes that only science-backed evidence can win their trust.

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Report Content

EXECUTIVE SUMMARY

- What is functional food and drink?
- Mintel's perspective

Key issues covered in this Report

- Overview
- Win consumers over through multifunctionality
- Mental wellbeing is valued by consumers with an advanced approach to wellness
- Leverage the interest in fruit, vegetables and protein
 - Graph 1: ingredients of interest in foods with added health benefits, 2023
- The outlook for the Indian functional food category

KEY TRENDS AND MARKET FACTORS

- What you need to know

Consumers seek healthy food & drink for holistic wellbeing

- Indians proactively seek preventive healthcare
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- Indian brands are differentiating food products through functional claims

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- Consumers need proof and guidance to make the right choice
- Indians seek clear and detailed product information
- The Whole Truth extends support in understanding the ingredients and nutrients in products
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WHAT CONSUMERS WANT AND WHY

- What you need to know

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- Leverage the popularity and inherent health halo of dahi
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- Explain how products can help consumers meet their nutritional goals

APPENDIX

- Report definition
- Consumer survey methodology
- Methodology for consumer segmentation

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.

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- ✔ 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.

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02

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03

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