

GEN Z'S ATTITUDES TOWARDS SALTY SNACKS – INDIAN CONSUMER – 2023

Innovating for Gen Z is key to success; they choose snacks over traditional meals, their loyalty skews towards flavour over brand and, while they want to snack healthily, they fail to do so.



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Gen Z's Attitudes Towards Salty Snacks - Indian Consumer - 2023

This report looks at the following areas:

- Gen Zs' snacking frequency and types of salty snacks consumed
- Features that Gen Zs associate with various times of day
- Features that encourage Gen Zs to choose one snack over another
- Expansion opportunities with flavour
- Important attitudes and behaviours towards snacks, and how this will impact market development

Overview

The Indian snack market is predicted to have a promising future, thanks to the Gen Z population.

According to Mintel Market Sizes, the Indian snacking industry's value is expected to grow by **7.3%** between 2022 and 2026. Gen Zs are expected to be the main driving force behind this growth, as they are the most frequent snackers, compared to other generations. They tend to snack emotionally, out of boredom and convenience, and their demand for convenient snacks and mental wellness is likely to increase as they enter the workforce.

India's snack market is highly competitive, making it challenging for brands to stand out. Although taste remains an essential factor for Gen Zs when choosing snacks, this report



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explores other features that influence their snack choices. It also examines flavour opportunities and consumption occasions to identify areas for market expansion.

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Report Content



EXECUTIVE SUMMARY

- Generational definitions
- Mintel's perspective

Key issues covered in this Report

- Overview
- Who are Gen Z, and what has shaped them?
- Snackification of meals is a Gen Z trait
- Help Gen Zs snackify their meals
- Flavour-first approach is key to making healthy salty snacks appealing to Gen Z
 - Graph 1: top three factors that would encourage Gen Zs to choose one snack over another, any rank, 2023
- Add a flavour twist to familiar favourites and explore Korean-inspired flavours

Mintel predicts

- The outlook for salty snacks with regards to the Gen Z segment in India
- Quick download resources

KEY TRENDS

- What you need to know

Surging demand for convenience and value for money

- A generation in pursuit of financial independence
- Indian start-up ecosystem thrives, encouraging Gen Zs to pursue entrepreneurship
- Side hustles to further propel demand for convenience and time savings
- The increasing importance of the value-for-money proposition in an era of intentional spenders
- Savvy Sustenance trends as demand for value-for-money surges

Gen Zs are redefining health and wellness

- Health is no longer just an old wives' tale
 - Graph 2: how often Gen Zs eat healthily*, 2022
- Gen Zs increasingly seek nutrient-dense and health-benefitting food and drink
- The rise of 'plus' snacking in India
 - Graph 3: snack launches with select claims, 2021-23
 - Graph 4: snack launches with 'plus' claims, 2021-23
- Brands appeal to Gen Zs with holistic wellness

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- "It's okay to not be okay", says Gen Z
- Junk foods transition to 'soul food'

The K-cult goes mainstream

- The influence of Korean culture is seen across food, beauty, foodservice and fashion
- Indian Gen Zs are talking about K-content
- The K-cult goes local
- Global snack brands are embracing the Hallyu revolution

WHAT CONSUMERS WANT AND WHY

- What you need to know
- Gen Zs are the most frequent snackers in India
 - Graph 5: consumers who have snacked at select frequency in the last month, by generation, 2022
 - Graph 6: consumers who have snacked once a day or more in the last month, 2022
- Gen Zs from tier-1 cities and Southern India are the most frequent snackers
 - Graph 7: Gen Z consumers who consume snacks once a day or more, by city tier, 2023
 - Graph 8: Gen Z consumers who consume snacks more than once a day, by region, 2023

Snackification of meals

- Gen Zs snack emotionally, out of boredom and convenience
- Gen Zs are 'snackifying' the breakfast occasion
 - Graph 9: snack consumption occasions among Gen Zs, 2023
- Tailor salty snacks as a breakfast accompaniment or replacement
 - Graph 10: Gen Z consumers who have consumed snacks instead of breakfast, by city tier, 2023
 - Graph 11: Gen Z consumers who have consumed snacks as an accompaniment to breakfast, by region, 2023
- Gen Zs find current breakfast options to be boring
 - Graph 12: agreement with select statements, 2021
- Offer salty snacks to make breakfast exciting
- Straddle the line between snacks and breakfast to boost appeal
- Breakfast flavours suggest morning consumption
- Bakery-based snacks have potential to win during the breakfast occasion
- Position savoury bakery snacks as a convenient breakfast option
- Gen Z snackers want health as well as indulgence, but at different times of the day
- Correspondence analysis and how to interpret the chart
- Gen Z's association with healthful snacking decreases as the day progresses
 - Graph 13: Gen Z association of 'healthy' with snacking occasions, 2023
- Snackify Gen Z's morning meals with an energy boost and healthfulness
- Lead on-pack messaging with energy provision claims

Gen Z's Attitudes towards Salty Snacks – Indian Consumer – 2023

- Offer breakfast cereals and cornflakes in snackable formats
- Offer satiating snacks as a replacement to afternoon meals
- Focus on ingredients and macronutrients to showcase satiety
- Pack size and texture can help communicate satiety
- Go bold when communicating meal replacement and accompaniment

Types of snacks consumed

- Potato chips continue to rule the salty snack segment, followed by salty biscuits and banana chips
 - Graph 14: types of salty snacks consumed in the last month, among Gen Z, 2023
- Play up on regional biases
 - Graph 15: Gen Z consumers who consumed traditional salty snacks in the last month, by region, 2023
 - Graph 16: Gen Z consumers who consumed banana chips in the last month, by region, 2023
- Gen Zs have the widest salty snack consumption repertoire
- Target frequent Gen Z snackers with format varieties
 - Graph 17: Gen Z consumers who consumed five or more salty snack types in the last month, by consumption frequency, 2023
 - Graph 18: consumers who consumed five or more snack types in the last month, by generation, 2023
- Innovation activity surges in vegetable snacks and nuts, while snack mixes and popcorn innovation is in decline
 - Graph 19: total salty snacks launches, by sub-category, 2018-23
 - Graph 20: total salty snack launches, by sub-category, 2018-23
- Healthier snack categories are finding a foothold among frequent Gen Z snackers
 - Graph 21: Gen Z consumers who consume select salty snack types, by consumption frequency, 2023
- Offer healthier snack types at affordable prices to expand reach among Gen Z snackers
- Encourage trials of nuts and seeds, makhana and vegetable chips with small packs at affordable prices

Encouraging factors for snack consumption

- Taste and indulgence are synonymous with snacking
- Gen Zs intend to snack healthily, but fail
 - Graph 22: frequency of looking for a healthy product when choosing a snack, Gen Z, 2022
 - Graph 23: snack types consumed in the last month, by Gen Zs who look for healthy snacks all the time*, 2023
- Flavour-first approach is crucial for making healthy snack options stick with Gen Z
 - Graph 24: top three factors that would encourage Gen Zs to choose one snack over another (any rank), 2023
- Gen Z's need for healthy snacks is more additive, rather than restrictive
 - Graph 25: salty snack launches with select claims, 2020-22
 - Graph 26: salty snack launches with select claims, 2020-22
- Keep it relevant for Gen Z: focus on gut wellness, eye health and cognition
- Make gut-friendly appeal
- Smart is the new cool
- Fortify snacks to deliver cognition benefits

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- Cross-category inspiration: target gamers like energy drinks
- Nuts and vegetable chips can leverage their health halo by providing eye health benefits
- Added/high protein can encourage snack consumption, especially among South Indian Gen Z men
 - Graph 27: Gen Z consumers who select 'high/added protein' as the topmost factor encouraging them to choose one snack over another, by region, 2023
- Stand out by making a bolder protein content claim
- Gain a competitive advantage over others by offering crunchier texture

The flavour story

- Gen Zs are more likely to be loyal to a flavour than to a brand
 - Graph 28: Gen Zs who agree with select statements, 2023
 - Graph 29: top three most encouraging factors to choose one snack over another (any ranking), Gen Z, 2023
- Metro-dwelling Gen Zs are more flavour-loyal than others
 - Graph 30: Gen Z consumers' agreement that 'I stick to my favourite flavours when purchasing snacks', by city tier, 2023
- Deliver a tasty twist to popular favourites
- One in two Gen Zs favour snacks with hot and sweet flavour
 - Graph 31: consumers who rank 'hot and sweet' as one of their top-five preferred salty snack flavours (any rank), 2021
- Hot and sweet flavour gains momentum
- Interpreting the map
- Experiment with hot and sweet flavours
- Chocolate flavour is emerging globally in salty snacks
 - Graph 32: salty snack launches with chocolate flavour, 2020-22
- Explore chocolate flavour with a twist on classic favourites
- Opportunity to create a salty and sweet snacking ritual with dual or multipack offerings
- Niche opportunity to target Gen Z females with Korean flavours
- Korean flavours are trending across categories
- Cross-category inspiration: Korean flavours emerge
- Target Gen Z females with Korean-inspired flavours

APPENDIX

- Report definition
- Consumer survey methodology

About Mintel India Consumer

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