

# HEALTHY LIFESTYLES – INDIAN CONSUMER – 2019

Help Indian consumers become healthy without making drastic changes to their regular lives. Emphasise the need for overall fitness, inclusive of mind and body.



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# Report Content



- What you need to know

## EXECUTIVE SUMMARY

- Help consumers become more comfortable with the concept of healthy living
- Tie product launches with consumer demands for healthy food
  - Graph 1: Top healthy claims, % of launches, 2016–19
- Devise products which can help people follow a healthy lifestyle
- Educate people on the need for healthy living
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Help consumers live up to social expectations
- Help Indians manage lifestyle disorders
- Surge in the number of gyms and fitness classes

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

- Proactive approach to ageing creates market for a new type of senior-focused products
- Older consumers prioritise healthy living, globally
- Draw inspiration from global launches of food specially designed for middle-aged and senior consumers

## CONSUMER INSIGHTS

- What you need to know

### Top priorities

- Devise product offerings to help Indian consumers achieve their priority of living a healthy lifestyle
  - Graph 2: Top priorities, by age groups, % of consumers, Feb 2019
- Step in to help consumers achieve equilibrium: economic progression with a healthy life
- Communicate the relationship between good health and strong career, with a focus on younger men
- Reach out to women in their quest for a healthy lifestyle
  - Graph 3: Top priorities by gender
- Reach out to women in their quest for a healthy lifestyle

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- Work with tier 1 consumers to help them manage aspirations with personal commitments
- Focus on consumers' needs in line with their regional preferences
- Curate products and services which help homemakers achieve a healthy lifestyle
  - Graph 4: Top life goals, by working status, Feb 2019

### Steps for a healthy lifestyle

- Create awareness about the importance of holistic healthcare
  - Graph 5: Steps taken to lead a healthy lifestyle, by gender, Feb 2019
- Help create work-life balance for women, with household support from men
- Take a cue from the popular detergent promotion which talks about sharing responsibility
- Help consumers tackle stress management as part of living a healthy life
- Tap into the potential of low-tier cities in their pursuit of a healthy lifestyle
  - Graph 6: Steps taken towards leading a healthy lifestyle, by city tier, Feb 2019
- Take inspiration from traditional methods to encourage healthy living in low-tier cities
- Cater to people's changing priorities to help them lead a healthy life
- Bring healthy living to time-pressed consumers
- Encourage on-the-go consumers to maintain a balanced diet
  - Graph 7: Top goals, by employment status – select, Feb 2019
- Cater to people's varying needs in line with their employment status

### Motivations and barriers towards living a healthy life

- Marry the importance of emotional wellbeing with a healthy lifestyle
- Establish the correlation between physical beauty and healthy living
- Talk about the impact of good health on a healthy and prosperous family
- Take cues from popular cooking oil commercials which talk about how any effort helps build a healthy family
- Motivate people to live a healthy lifestyle by talking about the things they care about – long life, money etc
- Cater to the emotional needs of tier 1 consumers
  - Graph 8: Motivations to lead a healthy lifestyle, by city tier, Feb 2019
- Communicate the importance of living healthily to metro consumers
- Establish a connection between health and beauty to motivate singles to live healthily

## MARKET APPLICATIONS

- Opportunities: what you need to know

### Opportunities

- Educate people – especially the young – on the importance of good health
- Use the ecosystem to push for a healthier lifestyle
- Make eating healthily effortless
- Curate products which fit in with Indians' current lifestyles

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- Focus on holistic healthcare, merging physical and mental wellbeing

### Local innovations

- Startups bring nutrition and exercise to their consumers at their convenience
- Expand food product offerings to help health-conscious consumers manage their goals
- Mental wellness is increasingly becoming important for Indian consumers

### Global innovations

- Nestlé hosts events to educate kids about healthy eating
- Senior-targeted formulations emphasise nutrition and texture
- People who are working later in life create an audience for energy and focus formulations
- Eye health emerges as functional claim in APAC

## APPENDIX

- Consumer survey methodology

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- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
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- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

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01

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02

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03

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