

HEALTHY SNACKING – INDIAN CONSUMER – 2023

Increased snacking frequency drives the demand for healthy snacking wherein consumers prioritise natural ingredients and low fat content.



Anamika Banerji,
Research Analyst – Food
and Drink, India



Healthy Snacking – Indian Consumer – 2023

This report looks at the following areas:

- Consumption of snacks – frequency and types of snacks consumed
- Consumers' intention to snack healthily
- Target cohort for healthy snacks
- What consumers want in healthy snacks
- Opportunities to expand adoption of healthy snacks
- Approaches to make healthy snacks relevant throughout the day



Increased snacking frequency drives the demand for healthy snacking wherein consumers prioritise natural ingredients and low fat content.

Overview

Healthy snacking is in demand. 48% of Indians look for a healthy snack all/most of the time. However, consumption data shows that healthy snacks hold a much smaller share than indulgent snacks in consumers' snacking repertoire. This report throws light on the target cohorts for healthy snacking and their expectations from healthy snacks.

Healthy snacks are more likely to find an audience among consumers in the upper tier cities. The report explores opportunities for all-natural ingredients, low fat, high fibre and low/no sugar claims to deliver health value in snacks. Further, the consumer sentiment towards products made with low-fat frying techniques is discussed.

Consumers expect to see different attributes in snacks at different times of the day. The report also identifies these attributes and discusses how healthy snacks can be positioned for different occasions through the day.

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Report Content

EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook for the healthy snacking category in India
- Health dominates conversations around snacking
- The need for healthy snacking rises with increased frequency of snacking
 - Graph 1: how often consumers look for a healthy product when choosing a snack, by frequency of snacking, 2023
- Healthy snacking is an urban phenomenon that is slowly percolating into lower-tier cities
- All-natural is a strong indicator of a healthy snack; low-fat and high-fibre gain attention in upper-tier cities
 - Graph 2: three most important factors when choosing a healthy snack, by city tier, 2023
- Indians are more likely to pick healthy snacks in the mid-morning
- Quick download resources

KEY TRENDS AND MARKET FACTORS

- What you need to know

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- Consumers are concerned about health and wellness
 - Graph 3: agreement with the statement "I'm prepared to make short-term sacrifices for the sake of my long-term health", 2022
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- Consumers demand more action from the government for healthy eating aids
 - Graph 4: agreement with the statement "Governments should do more to encourage healthy eating specifically in children and teens", 2022
- Mintel Trend: Regulation Nation
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- In food and drinks, products with health benefits are more likely to be seen as good value for money
 - Graph 5: value indicators in food and drink*, 2022
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- Graph 6: % of launches in food and drink products with select plus claims, 2018-23
- Graph 7: % increase in launches of food and drink products with select claims, 2018-19 vs 2022-23
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 - Graph 10: factors* of concern over the next six months, 2022
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 - Graph 11: average price of select food and drink categories, with and without functional claims, 2022-23
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 - Graph 13: how often consumers look for a healthy product when choosing a snack, 2023
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 - Graph 14: consumption of healthy and indulgent salty snacks by consumers who look for healthy snacks all/most of the time, 2023

What consumers want in healthy snacks

- Healthy snacking is an urban phenomenon that is slowly percolating into lower-tier cities
- Consumers from upper-tier cities are more discerning about snacking
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 - Graph 17: select factors considered to be most important when choosing a healthy snack, by city tier, 2023
- Frying/processing techniques for fat reduction are emerging

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- Low-fat frying techniques for fat reduction are emerging
- There is limited awareness and interest around these emerging processing techniques
- Baked and popped products resonate with a niche audience
- Make it easier (not harder) for consumers to choose a low-fat snack
- Educate consumers about the benefits of new frying techniques
- Put flavour first in low-fat snacks
- Explore healthy ingredients to elevate the appeal of low-fat snacks
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- Couple indulgent images with bold low/no-sugar claims

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- Report definition
- Consumer survey methodology

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