

ON-THE-GO – INDIAN CONSUMER – 2019

Utilise the travel time of Indian consumers by driving usage of innovative on-the-go food and beauty products.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Promote on-the-go consumption across grooming and food to help utilise travel time; increase distribution with modern retail channels
- The demand for on-the-go formats is indicated by their increased availability across categories
 - Graph 1: On-the-go claims in products, 2014-18
- Mainstream brands go the 'small pack' way
- Newly launched mini versions of popular brands cater to on-the-go consumers
- FMCG giants rode the innovative path to anytime, anywhere access to fragrance
- Increase consumption of healthy food on-the-go
- Drive usage of personal care and beauty products on-the-go
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Help utilise long commute times faced by urban dwellers
- Cater to the need for regular healthy snacking with on-the-go snacks
- Take a cue from new-age options of snacking on-the-go
- Social expectations to 'look good'
- Innovations attempt to cater to needs of the 'new-age' consumer

Global trends and how they are playing out in India

- Focus on healthy on-the-go products in portable format
- Innovate to offer quick results for the 'new-age' consumer – highlight time savings
- Beauty products need to address the needs of new-age consumers in line with their daily challenges

CONSUMER INSIGHTS

- What you need to know

Eating on-the-go

- Position juices and smoothies among women as a healthy on-the-go food option
- Instil the importance of healthy eating among young consumers even when on-the-go

On-the-go – Indian Consumer – 2019

- New launches of healthy on-the-go food and drink
- Cater to consumers from West India with better-packaged and healthy dry Indian snacks and nuts
 - Graph 2: Consumption of food and drinks on-the-go, by region, August 2018
- Focus on convenience and utility to popularise food items on-the-go
 - Graph 3: Triggers for consumption of on-the-go products, by age, August 2018
- Incentivise reviews given by metro dwellers to drive consumption of on-the-go food items
- Brand image and packaging appeals to Northern consumers

Beauty on-the-go

- Push the need for grooming and self-care in light of modern age and times
- Cross-sell makeup products to younger consumers who are using perfume and deodorants on-the-go
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 - Graph 4: Consumption of personal care products on-the-go, by age, August 2018
- Pocket perfumes introduce the concept of 'fragrance – anytime, anywhere'
- Design offers for Tier 2 personal care consumers
- Highlight the importance of grooming on-the-go to drive consumption among South Indian consumers
 - Graph 5: Consumption of personal care products on-the-go, by region, August 2018
- Offer tailor-made solutions to drive consumption among diverse female groups
- Play up convenience factors
- Cater to the needs of diverse groups
- Use innovative and attractive packaging to appeal to Eastern consumers

MARKET OPPORTUNITIES

- Opportunities: Key areas of focus

Opportunities

- Create disruptions in the space of cereal bars to make it the go-to choice for food while travelling
- Take a cue from start-ups in the space of energy bars
- Emphasise need for personal grooming and freshness
- New launches of personal care products on-the-go
- Cross-sell personal products to consumers who eat on-the-go to drive consumption

Who's innovating

- Robotics-based vending machine to deliver food on-the-go
- Start-ups try to blend food and drink – healthy smoothies attract the fast-paced consumers of urban India
- Launch of travel-friendly beauty products helps Indian consumers to care for their skin and hair on the move

Global innovations

- Take a cue from global brands that look to ease the hassles of consumers when on the move

- Indian food in easy-to-go packaging to become popular globally

APPENDIX

- Consumer survey methodology

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