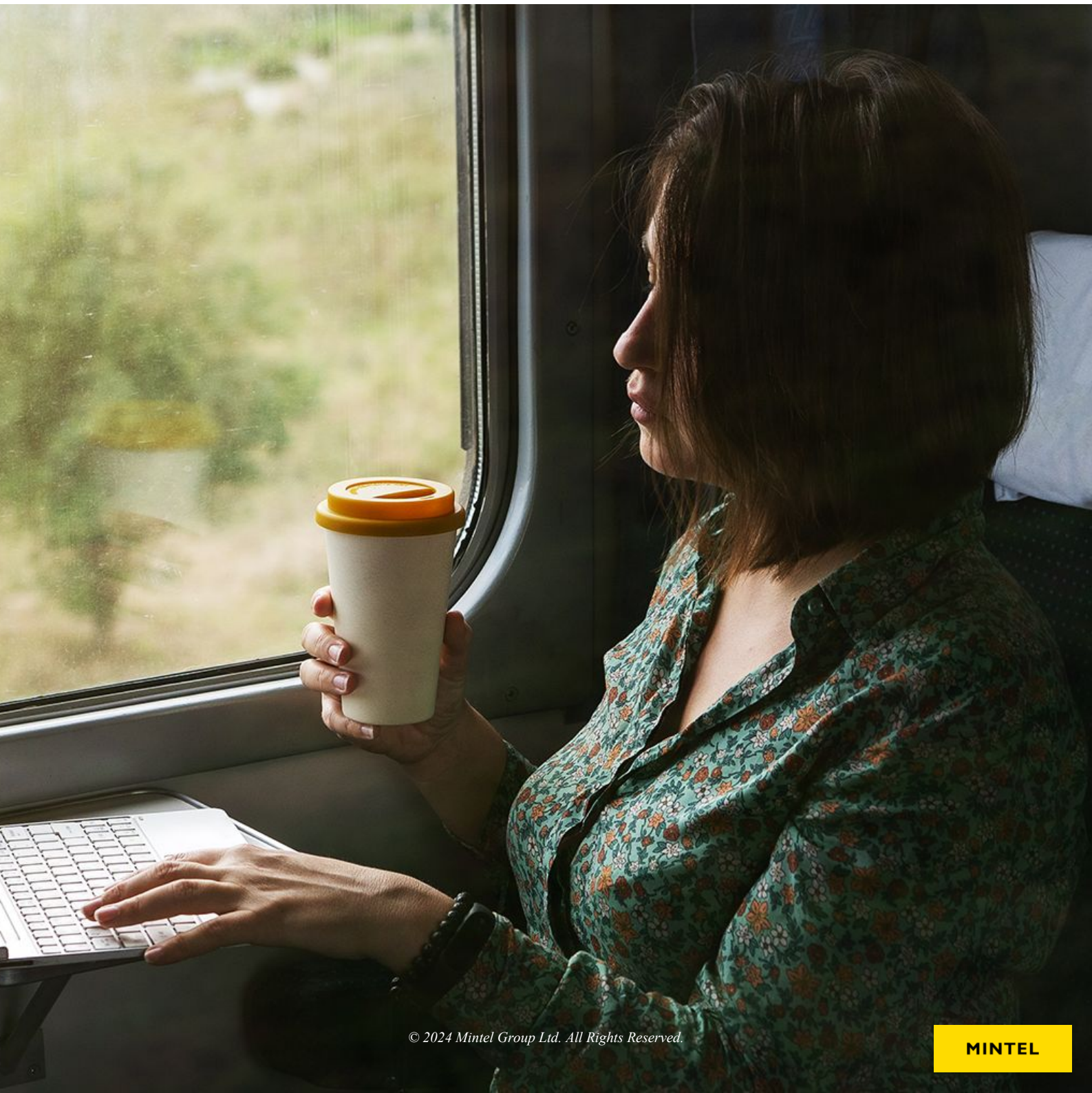


# ON-THE-GO – INDIAN CONSUMER – 2020

Re-look at the way on-the-go products are perceived in India; cater to commuters' growing demand by making such products easy to find and use.



Saptarshi Banerjee,  
Senior Research Analyst –  
Lifestyle, India



# Report Content

- What you need to know

## EXECUTIVE SUMMARY

- Intel's perspective

### Market context

- Launches of mini formats across categories
  - Graph 1: Launches carrying a 'mini' claim, across categories, 2015-19
- Global companies go the 'mini' route to appeal to Indian consumers
- Packaging becomes important to drive consumption

### Consumer takeaways

- What's happening now?
- What's happening now?
- What will happen next?
- What will happen next?
- What it means to you

### Opportunities

- Drive change in consumer behaviour through small pack sizes
- Step up efforts to cater to dietary restrictions caused by lifestyle diseases
- Focus on 'portion control' through innovative small packs
- Diversify offerings of on-the-go products for specific consumer cohorts
- Pair mobile entertainment with snacking
- Take the 'mini' route for beauty categories
- Educate women on the need for regular touch-ups
- Work towards sustainability in on-the-go products

## KEY DRIVERS

- Long commute times for urban consumers
- Social expectations: be well-groomed
- Spike in the number of kiosks and vending machines
- Vending machines target the workplace to offer healthy snacking options

## WHAT CONSUMERS WANT AND WHY

### Traditional consumption habits for food on the go

- Consumers opt for traditional foods on the go
  - Graph 2: Consumption of food on the go, by gender and age, Dec 2019
- Younger consumers increase consumption of 'easy to eat' bar formats
- Optimise travel time with the right snack options
- Be available in the right space at the right time
- Use familiar food options in on-the-go formats to drive consumption in South India
  - Graph 3: Consumption of food on the go, by region, Dec 2019
- Extend the dried Indian snacks from West to other regions
- Bring global on-the-go snacking to suit Indian preferences
- Expand the offerings from local players who innovate with Indian snacks
- Tier 1 consumers exhibit their preferences towards healthier food options
- Offer healthier on-the-go food options for Tier 1 consumers
- Position nuts/seeds and cereal bars as the perfect on-the-go snack for parents
  - Graph 4: Consumption of food on the go, select, by parental status, Dec 2019
- Promote family packs of snacks on the go

### Encouraging trial

- Showcase benefit of regular usage of beauty products to drive usage
  - Graph 5: Consumption of beauty products on the go, by age group, Dec 2019
- Extend the proposition of on-the-go products towards 'trial packs'
- Explore consumers' preference towards small-size beauty products
- Some global innovations around on-the-go products
- Leverage familiar ingredients to drive penetration of on-the-go beauty in South India
- Emphasise source and authenticity to establish trust
- Innovate with trial packs to help consumers reach for new products
- Offer easy-to-carry one-pack solutions for daily beauty needs
- Establish touch points through on-the-go retail spaces

## LAUNCH ACTIVITY AND INNOVATION

- AI meets on-the-go food
- Swiggy waits for you at the airport
- Coffee for on-the-go consumers

### APPENDIX

- Consumer survey methodology

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