

PROTEINS – INDIAN CONSUMER – 2019

Create awareness about the benefits and sources of proteins among consumers. Diversify the added protein claim across categories to increase its relevance in diets.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Increase awareness and introduce more claims in well-penetrated categories
- India is deficient in proteins
- Increased high/added protein claims in beverages
- Educate consumers about the specific benefits of protein
- Introduce high/added protein claims in other categories
- What this means

KEY TRENDS

- What you need to know

Key drivers

- Eat Right Movement
- Health-conscious consumers are going to the gym
- Keto in India

Global trends and how they are playing out in India

- Help Me Help Myself
- Extend My Brand

CONSUMER INSIGHTS

- What you need to know

Awareness

- Consumers aren't aware of protein sources
 - Graph 1: Main sources of proteins as perceived by consumers, February 2019
- Highlight the benefits of proteins
 - Graph 2: Top perceived benefits of proteins, February 2019
- What lack of awareness tells us
- Defining the awareness levels of consumers
 - Graph 3: Awareness of sources of proteins, by age group and gender, February 2019
 - Graph 4: Awareness of sources of protein, by region, February 2019
 - Graph 5: Awareness of sources of protein, by city tier, February 2019

- Graph 6: Awareness of sources of proteins, by parent and working status, February 2019

Aware consumers

- Highlight protein's specific benefits
 - Graph 7: Benefits associated with proteins, by awareness, February 2019
- Defining activity levels
 - Graph 8: Steps trying to take to lead a healthy lifestyle, by activity of consumers, February 2019
 - Graph 9: Attitudes towards packaged food and drink products, strongly agree by activity of aware consumers, February 2019
 - Graph 10: Strongly agree with the statement "It's hard to know if I'm getting enough protein in my diet", by activity of consumers, February 2019
 - Graph 11: Agreement to attitude about proteins, by awareness, February 2019
 - Graph 12: Strong agreement with the statement "High-protein diets are just a fad", by activity of consumers, February 2019
 - Graph 13: Agreement to select attitudes towards proteins, by aware consumers, February 2019

Unaware consumers

- Graph 14: Agreement to select statements about protein, by age group of unaware consumers, February 2019
- Packaged food for lower tiers
 - Graph 15: Strongly agree to select statements about proteins, by city tier, February 2019

Protein supplements

- Graph 16: Consumption of protein supplements, by age and gender, February 2019
- Graph 17: Strongly agree to select statements about proteins, by consumption, February 2019

MARKET APPLICATIONS

- What you need to know

Opportunities

- Incorporate added protein claims in categories like biscuits, yogurt & snacks
 - Graph 18: Launches with high/added protein claims, by category, 2018
- High/added protein claims need to be a part of more 'mass' categories
- Halo Top balances fun and nutrition
- Coach consumers about protein consumption
- Highlight the importance of protein in daily life
- Target lower tier cities through doctors and positive word of mouth
- Offer customisation
- Tie beauty to intrinsic protein consumption
- What's next for protein products

Who's innovating

- Indian products with high-protein claims

Global innovations

- High-protein confectionery
- High-protein snacks
- High-protein beverages

APPENDIX

- Consumer survey methodology

MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

| | |
|-----------|---------------------|
| UK | +44 (0)20 7778 7155 |
| US | +1 (312) 932 0600 |
| Australia | +61 (0)2 8284 8100 |
| China | +86 (21) 6386 6609 |
| India | +91 22 4090 7217 |
| Japan | +81 (3) 6228 6595 |
| Singapore | +65 (0)6 818 9850 |