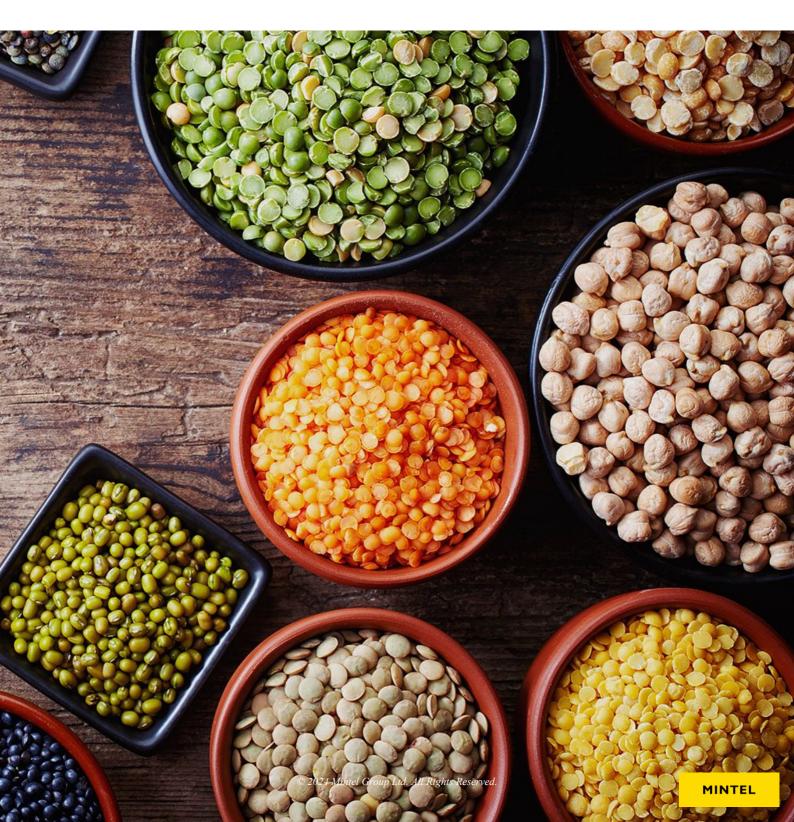
PROTEINS – INDIAN CONSUMER – 2019

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



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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

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