

READY MEALS – INDIAN CONSUMER – 2019

Position ready meals as a stepping stone to make scratch cooking easy. Innovate around freshness, health and affordability to give the category a positive makeover.



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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Provide convenient, fresh and healthy meals that consumers can get involved in
- APAC retail market overview: Ready meals, 2019
- Heat-and-eat veg meals and ready batters are most popular ready meals
 - Graph 1: "Which of the following ready-to-eat/ready-to-cook products have you had in the last six months?", September 2019
- Market challenge: Competing with fresh, home-cooked meals
- While microwaveable and ease-of-use claims are key drivers for prepared meals and meal kits, on-the-go and time/speed claims are growing
 - Graph 2: Top 10 claims in prepared meals and meal kits, October 2015 to September 2019
- Help consumers cook conveniently
- Make ready meals cost-effective
- Key takeaways

KEY TRENDS

- What you need to know

Key drivers

- FSSAI aims to eliminate trans fat from food supply
- New entrants ready to tap into RTC market
- Start-ups galore in DIY meal kit segment

Global trends and how they are playing out in India

- Ready meals have the potential to upgrade convenience at multiple stages of cooking and eating food
- Help consumers make healthy choices
- Leverage the fresher perception of chilled ready meals and meal kits
 - Graph 3: Prepared meals and ready meal launches by storage type, Oct 2016-Sep 2019
 - Graph 4: Prepared meals and ready meal launches by storage type, Oct 2016-Sep 2019
- Ready meals around the world meet Mintel Trends

CONSUMER INSIGHTS

- What you need to know

Ready meal consumers

- Who are the consumers?
 - Graph 5: Consumption of different types of ready meals in the last six months, by age, region and gender, September 2019
- Ready meal types and frequency of consumption
 - Graph 6: Types of ready meals and frequency of consumption, September 2019
- Ready meal types and frequency of consumption
 - Graph 7: Consumption frequency for types of ready meals, September 2019
- Tap into the North's high consumption of RTC products and target the West for RTE products
 - Graph 8: RTE/RTC consumption, once a week or more, September 2019
- Use ready meals to bridge the gender gap in household tasks
 - Graph 9: Agreement with select statements, % of consumers, September 2019
- Scratch cooking trumps across age groups, except 55+
 - Graph 10: Preference to eat food (select three most preferred), % of consumers, by age group, September 2019
- Provide a fine dining experience for young adults through made-at-home ready meals
 - Graph 11: Preference to eat food (select three most preferred), % of consumers, by age group, September 2019
- Meal kits include everything consumers need for a made-at-home dining experience
- Position RTC meals as offering both convenience and the ability to customise to appeal to senior consumers
 - Graph 12: Preferred mode of eating food on a typical day, select options, by age, September 2019

Consumption barriers

- Boost freshness, affordability and health cues to increase consumption of ready meals
 - Graph 13: Barriers to ready meals consumption, September 2019
- Make ready meals cost-effective and healthy and improve taste authenticity
- Introduce family packs to enhance ready meals' affordability
 - Graph 14: Agreement with the statement "I find ready meals to be expensive", % of consumers, by number of people in the household, September 2019
- Family packs from across the globe

Interest in innovations

- Consumers seek less oil, low salt and environmentally friendly packaging
 - Graph 15: Interest in features in ready meals, % of respondents, September 2019
- Appeal to health-conscious consumers with L/N/R sodium claims
- Use oil-related claims to tap into health-aware consumers across age groups and regions
 - Graph 16: Respondents interested in 'less oil content' in ready meals, % of consumers, September 2019

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Ready Meals – Indian Consumer – 2019

- Use fresh ingredients to boost freshness quotient
- Fresh ingredients and transparent and innovative packaging helps enhance freshness perceptions
- Help parents add veggies to their children's diet
- Tap into fasting occasions with ready meals
- Appeal to health-aware cohorts with plus and minus claims
- Make ready meals more authentic

Who's innovating

- Mrida launches Earthspired range of healthy ready-to-cook products
- Use a shorter shelf life as a freshness indicator
- Vezlay launches RTC veg meat products made of soybean

Global innovations

- Convenience drives ready meal and meal kit innovation
- Clean and free-from claims
- Asahi Balance Kondate launches prepared meals aimed at seniors in Japan
- Gaining a premium edge with quality ingredients

APPENDIX

- Definitions
- Consumer survey methodology

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