

# SALTY SNACKS – INDIAN CONSUMER – 2019

Packaged brands need to target different benefits to specific demographics to stay relevant in the highly competitive snacks market.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Innovate in claims, flavours and packaging in India's competitive snack market
- APAC retail market overview: snack food, 2019
- Explore more salty snack subcategories
  - Graph 1: Share of salty snack launches, by subcategory, 2016-18
- Opportunity for both traditional and standard snacks in India
  - Graph 2: Consumption of top five salty snacks, September 2018
- Customise with specific claims
  - Graph 3: Share of salty snack launches carrying select growing claims, 2016-18
- Salty snacks are a high-involvement category
- Address the taste/health paradox
- Innovate in branded traditional snacks with flavours and packaging for better recommendations
- What this means

## KEY TRENDS

- What you need to know

### Key drivers

- Eat Right Movement
- Packaged products catering to healthy consumers
- Category blurring between snacks and meals
- Help utilise long commute times faced by urban Indians

### Global trends and how they are playing out in India

- Help Me Help Myself
- Provide on-the-go options
- Salty snacks meets Mintel Trends

## CONSUMER INSIGHTS

- What you need to know

### Consumption of salty snacks

- Consumption of different salty snacks

- Graph 4: Consumption of various salty snacks, September 2018
- Consumers eat both standard and traditional snacks
- Opportunities exist for both kinds of snacks for all ages
  - Graph 5: Consumption of standard and traditional snacks, by age group, September 2018
- Region-wise, focus on different snacks
  - Graph 6: Consumption of various salty snacks by region, September 2018
- Region-specific popularity of snack types
  - Graph 7: Consumption of standard and traditional snacks, by region, September 2018
- Continue to build on the opportunity present in Tier 3 cities
  - Graph 8: Consumers who have not had salty snacks in the past six months, September 2018
- Introduce healthy standard snacks for Tier 3 consumers
  - Graph 9: Consumption of standard and traditional snacks, by city tier, September 2018
- Snacks can be consumed even during meal times
  - Graph 10: Occasions of snack consumption, by region and city tier, September 2018
- Explore more occasions of consumption
- Activities associated with snacking
  - Graph 11: Activities associated with salty snacks, by gender and age, September 2018
- Explore benefits which cater to specific activities

### **Motivations behind salty snack consumption**

- Drivers for salty snack consumption
  - Graph 12: Reasons for consumption of salty snacks, September 2018
- Address different need states
- Emphasise functional benefits
  - Graph 13: Select share of growing functional claims, Jan 2017-May 2019
- Help tired, stressed parents to relax
  - Graph 14: Select reasons for consumption of salty snacks, by parent status, September 2018
- Serve emotional and functional needs distinctly
  - Graph 15: Select emotional reasons for consumption of salty snacks, September 2018
  - Graph 16: Select functional reasons for consuming salty snacks, September 2018
- Relaxation and mood improvement are important reasons for consumption across tiers
  - Graph 17: Reasons for consumption of salty snacks, by city tier, September 2018
- Snacking holds emotional significance among Indians
- Explore stress management and relaxation as benefits
  - Graph 18: Share of stress and sleep functional claims, Jan 2016-Dec 2018

### **Drivers for purchase of traditional salty snacks**

- Purchase of traditional snacks from various outlets
  - Graph 19: Purchase of salty snacks, by city tier, September 2018

- Local shops are a potential touchpoint for consumers in the South
  - Graph 20: Purchase of loose and branded traditional snacks, by region, September 2018
- Why do consumers buy branded traditional snacks?
  - Graph 21: Reasons for purchasing traditional salty snacks, by region, September 2018
- Flavours are crucial for snacks
- Potato snacks: growing flavours
- Snack mixes: growing flavours
- Bean-based snacks: growing flavours
- Popcorn: growing flavours
- Vegetable snacks: growing flavours
- Nuts: growing flavours
- Corn-based snacks: growing flavours
- Wheat- and grain-based snacks: growing flavours

## MARKET APPLICATIONS

- What you need to know

### Opportunities

- Customise snacks to different need states
- Expand the 'healthy' claim
  - Graph 22: Share of salty snack launches by select claims, Jan 2016–May 2019
- Introduce snacking on new categories like cheese and nuts
- Recreate fruit chaat
- Play around with traditional snack packaging
- Play up recommendations

### Who's innovating

- Innovations in India

### Global innovations

- Cold snack mixes
- Snacks that promote relaxation and stress relief
- Tyson Foods explores a new format for its brand ¡YAPPAH!
- Promote fibre as good for the gut

## APPENDIX

- Consumer survey methodology

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