

SALTY SNACKS – INDIAN CONSUMER – 2020

The salty snack category is highly competitive and requires innovation that balances taste with better-for-you options.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Intel's perspective
- What's happening with the salty snack category in India
 - Graph 1: Snack food, absolute volume in (000) tonnes
- Salty snacks are a high involvement category
 - Graph 2: Consumption of salty snacks in the past six months, December 2019
- Addressing the taste-health paradox is an essential requirement
- What this means

KEY TRENDS

- What you need to know

Global trends and how they are playing out in India

- Stay ahead of punitive government legislation with healthier options
- Indians look for 'self-betterment' in food and drink
- Focus on the intensity of experience
- All natural can lead the way for clean label snacks

Key drivers

- Eat Right Movement
- The rise of lifestyle-related diseases shifts Indians to become more health conscious
- Apprehension around food quality
- FSSAI's 'Thoda kam' campaign aims at salt, fat and sugar reduction
- Sodium reduction will become mandatory for brands
- From the news: balance of taste and health
- Texture can differentiate products, making it appealing to foodies, who seek more adventure and excitement in foods

CONSUMER INSIGHTS

- What you need to know

What are consumers snacking on?

- Potato chips are the top salty snacks consumed in India

- Graph 3: Consumption of salty snacks in the past six months, December 2019
- Salty snack consumption reduces as consumers age
 - Graph 4: Consumption of salty snacks in the past six months by age, December 2019
- Younger consumers snack less but elderly consumers indulge
- Salty snack consumption differs with region
 - Graph 5: Consumption of salty snacks in the past six months by region, December 2019
- Salty snack consumption differs with region

What are healthy snacks according to Indian consumers?

- Salty snacks can aim at health through plus and natural claims
- Salty snacks can aim at health through plus and natural claims
 - Graph 6: Attributes of a healthy salty snack by age group, Dec 2019
- Snacks can serve well for protein claims
- Puffed snacks, corn chips and makhana can be healthier through protein claims
 - Graph 7: Definition of healthy snacks as those which are high in protein by salty snack consumers, December 2019
- Puffed snacks, corn chips and makhana can be healthier through protein claims
- Introduce fruits and veggies to bolster the healthy image
 - Graph 8: Share of fruit and vegetable snack launches, Feb 2017-Jan 2020
- Vegetable snacks for concerned parents
- Younger consumers want fibre in their snacks
 - Graph 9: Share of snack launches with high/added fibre claims, Feb 2017-Jan 2020
- Low calorie/fat snacks can be targeted at frequently snacking women
 - Graph 10: Definition of a healthy salty snack by gender, December 2019
- Gluten-free snacks for younger men
 - Graph 11: Definition of healthy salty snack by gender and age groups, Dec 2019
- Salt reduction for elderly consumers is a good way to increase snack consumption
 - Graph 12: Select behaviour for salt reduction by age group, Dec 2019
- The salt reduction needs to be subtle
 - Graph 13: Select attitudes to salt reduction in potato snacks and popcorn by age group, Dec 2019

Purchase habits and innovations

- Most consumers buy salty snacks from kirana stores
 - Graph 14: Purchase locations for salty snacks by city tier, Dec 2019
- Make salty snacks more available in lower tiers
- What makes consumers buy packaged snacks?
 - Graph 15: Motivations to purchase a branded packaged snack in the past six months by region, Dec 2019
- While recommendations are the most important reason, brands can differentiate their offering for a specific region
- Consumers want: mixed sweet and salty snacks
- Consumers want: unique flavour combinations

- Consumers want: snacks as ingredients in local cuisines
- Consumers want: snacks as ingredients in local cuisines
- In summary: Consumer insights

MARKET APPLICATIONS

- What you need to know

Bolster positive nutrition image

- Customise with better-for-you claims to different demographics
- Expand high/added protein claims to other sub categories beyond nuts
 - Graph 16: Share of snack launches carrying high/added protein claim by subcategory, Feb 2017-Jan 2020
- Expand added protein claims to other sub categories beyond nuts
- Extend high/added protein claims to more popular categories like potato chips
- Millet and legumes lend themselves well to protein claims
 - Graph 17: Growing ingredients in salty snacks with high/added protein claims
- High/added protein: grain-based snacks with soy, millet and chickpeas
- Fruit snacks need to be 'Indianised' with salt and spice
- Fruit and vegetable snacks make snacking guilt-free
- Slimming, digestive health and high fibre benefits need to be linked
 - Graph 18: Share of snack launches with select claims, Feb 2017-Jan 2020
- Nutri Snacks Box uses high-fibre ingredients to address weight management
- Rice snacks come to India with Kari Kari

Look at new approach on salt reduction

- Average sodium content has been rising
 - Graph 19: Average sodium content in salty snacks, Feb 2017-Jan 2020
- Provide subtle reduced sodium solutions
- Reduce salt subtly, but also educate
- Tackling nutritional deficiencies one snack at a time

Offer a feast for the senses

- Current flavour profile is limited
 - Graph 20: Top flavour components as a share of launches, Feb 2017-Jan 2020
- While spicy flavours dominate, Thai is becoming increasingly popular
 - Graph 21: Top growing flavour components as a share of salty snack launches, Feb 2017-Jan 2020
- Thai chilli is being incorporated in to all types of salty snacks
- Sweet and salty flavours can provide a twist to plain salty snacks
- Texture can play a key role in building indulgence
 - Graph 22: Top textures as a share of salty snack launches, Feb 2017-Jan 2020

- Salty snacks need to complement meals for flavour and textural appeal
- Connecting with consumers through experiential packaging

Global innovations

- Brands can leverage the winning better-for-you combination: fibre and protein
- Incorporate fibre in salty snacks for better gut health
- Use kokumi enhancers to improve flavour and mouthfeel
- Meet the sodium reduction challenge by leveraging ingredients with natural inherent flavours
- Snack foods embrace global cuisines

APPENDIX

- Consumer survey methodology

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