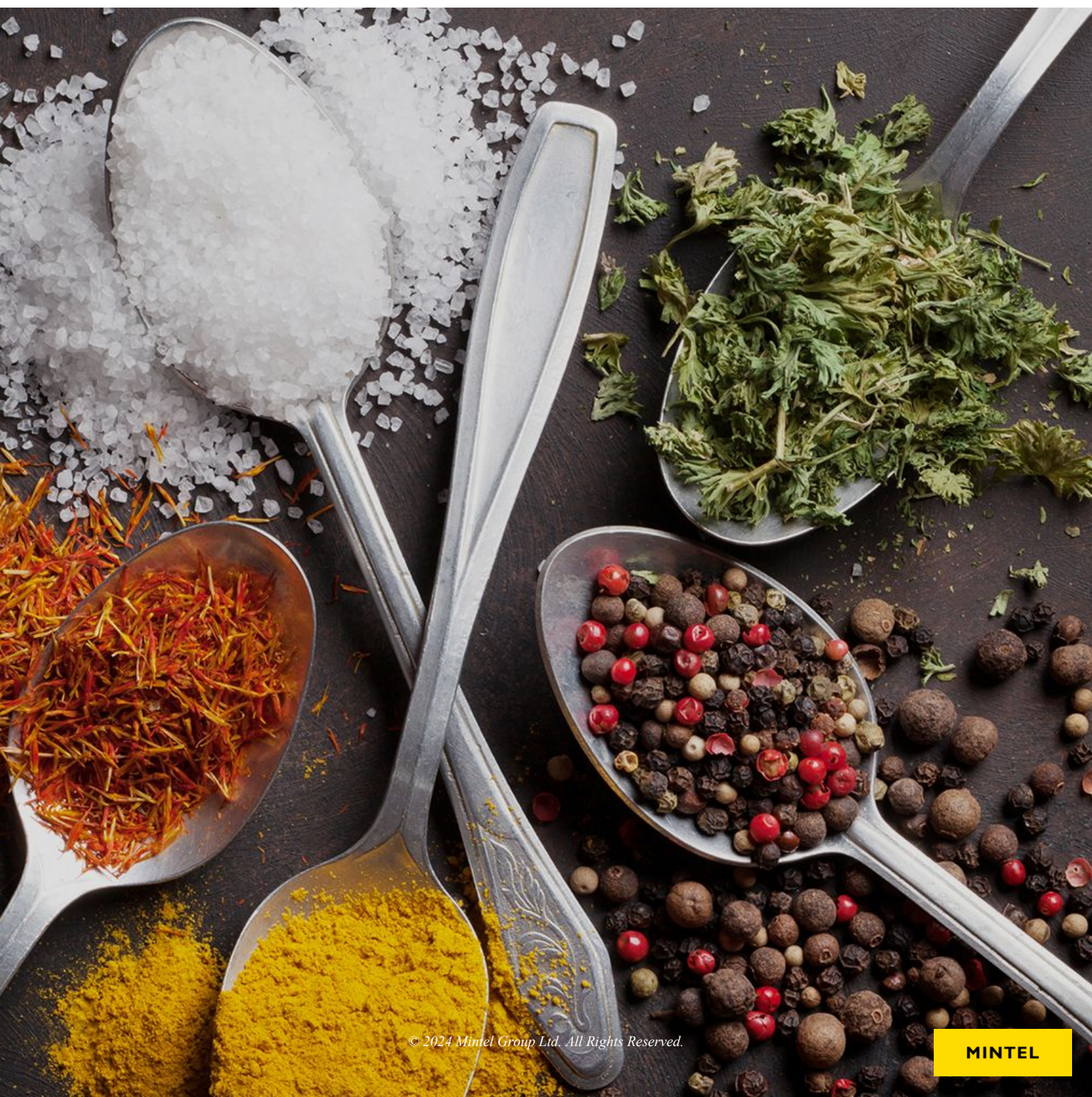


SPICES AND MASALAS – INDIAN CONSUMER – 2019

Capitalise on the health benefits of spices to drive consumption. Position spice mixes as a means to drive gender equality by getting men into the kitchen.



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Senior Research Analyst –
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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Emphasise the health benefits of spice mixes to help rebrand the market and encourage non-cooks to enter the kitchen
- Top countries with new product launches
- Hot flavours still have massive appeal, especially among young consumers
- Revisit the positioning of branded spice mixes
- Emphasise the health benefits of spices – branded and loose
- What you need to know

KEY TRENDS

- What you need to know

Key drivers

- Cater to the need for spices in India – across food and religious issues
- Provenance plays a huge role in food and cuisines
- Help new-age Indian women cope with a multitude of responsibilities

Global trends and how they are playing out in India

- Play on authenticity cues to help consumers take to packaged spice mixes

CONSUMER INSIGHTS

- What you need to know

Consumption of spices

- Help middle-aged women in their daily cooking routine with authentic and tasty spice mixes
 - Graph 1: Usage of spices, by age group, Feb 2019
- Fill the void for spices for the younger cohort
- Win the trust of people who cook to help them adapt to branded spices
- Offer whole spices in packaged formats as it is an essential part of Indian cooking
- Create packs of whole spices to be sold as additives with branded masalas
- Offer more masalas for South-centric dishes to help drive consumption of branded masalas in South India
- Tap into the Tier 1 consumer base which is mainly using loose and home blends of spices
- Market branded masalas and their advantages to non-mothers

What spices mean to Indian consumers

- Play up the convenience claim to appeal to Indian consumers
 - Graph 2: % of launches by top claims, 2017-18
- Branded masalas are preferred mainly due to time constraints
 - Graph 3: Attitudes towards spices – select, by age group, Feb 2019
- Keep in mind the convenience and brand loyalty of users of branded masala mixes
- Position branded masalas as the answer to people's limited cooking skills'
- Leverage brand equity to push newer flavours and mixes
- Push for consumption of spices through key attributes – freshness and convenience
 - Graph 4: Association with spices, by region, Feb 2019
- Build on metro dwellers' positive sentiment regarding branded spices to drive adoption
- Build on metro dwellers' positive sentiment regarding branded spices to drive adoption
 - Graph 5: Key attributes of branded spice mixes, by city tiers, Feb 2019

MARKET APPLICATIONS

- Opportunities: What you need to know

Opportunities

- Use branded spices to push gender equality and drive men to cook more with spices
- Take a threefold approach to drive the gender equality sentiment
- Look beyond cooking and offer spices as a quick addition to beverages and snacks
- Promote the health aspect of spices in India
- Highlight the medicinal properties of spices to connote health
- Use spices to increase the appeal of protein powders

Local innovations

- Selling through a story
- Startup brings the basic Indian spices to everyone's fingertips
- Cooking sauces which offer global flavours but with an Indian twist are becoming popular
- Street food inspires NPD in line with global trends

Global innovations

- Cooking sauces and meal kits designed for the slow cooker
- Our pick of the most innovative launches in this review
- World cuisines also celebrate local ingredients
- Seasoning blends to watch out for
- Spice blends are a simple entry point into street food dishes
- Seasoning blends can help consumers create foolproof meals with minimal prep time

- Three street food trends to watch
- Multiple occasion opportunities for 'topper'-style mixes

APPENDIX

- Consumer survey methodology

MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

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