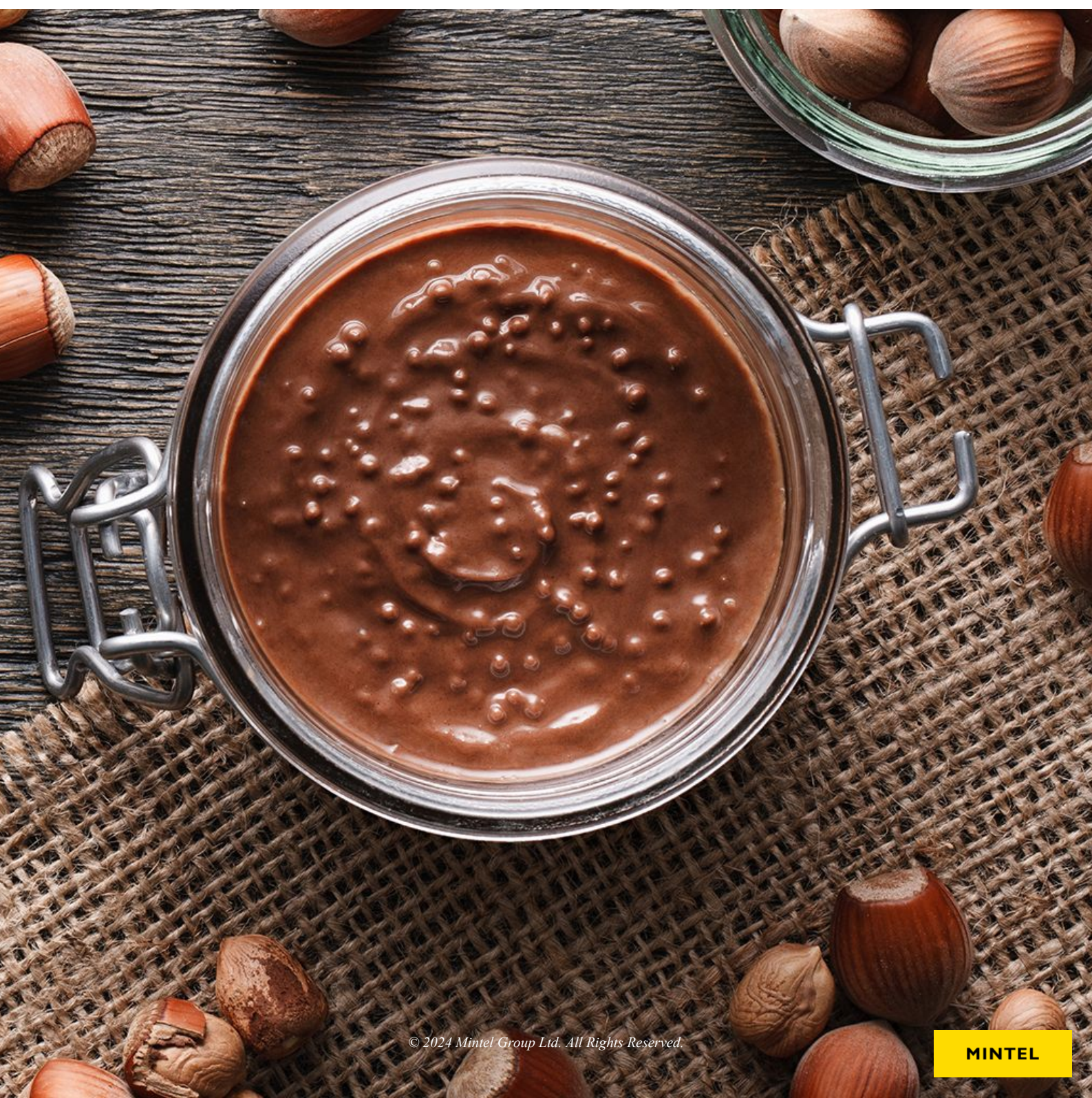


SWEET AND SAVOURY SPREADS – INDIAN CONSUMER – 2019

Pave the way for functional spreads. Utilise seasonal ingredients and highlight provenance. Cater to the Indian palate with traditional chutneys and sauces.



Saptarshi Banerjee,
Senior Research Analyst –
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Report Content

EXECUTIVE SUMMARY

- What you need to know
- Innovate in ingredients and focus on functionality
- Diversify in spreads
 - Graph 1: Share of savoury and sweet spread launches, 2015–18
- Recent launches
- Innovate in different sub-categories with new ingredients
- Ensure cleaner labels
- What this means

KEY TRENDS

- What you need to know

Key drivers

- Go beyond 'no preservatives' claims
- Innovate in different sub-categories
 - Graph 2: Share of different sub-categories in sweet spreads, 2013–18
- Capitalise on category blurring; offer multipurpose solutions

Global trends and how they are playing out in India

- Ensure transparency to target mothers
- Cater to the Indian palate with traditional spreads

CONSUMER INSIGHTS

- What you need to know

Sweet spreads

- Sweet spread consumption
 - Graph 3: Consumption of sweet spreads by region and city tier, August 2018
- Diversify into nut butters
- Profit from the affinity towards peanut butter in lower tier cities
 - Graph 4: Attitude towards nut butters by city tier, August 2018
- Capitalise on older health-conscious consumers
 - Graph 5: Consumption of various nut butters in the last 6 months, by age, August 2018

- Graph 6: Attitude towards nut butters, by age, August 2018
- Highlight more functional benefits of honey
 - Graph 7: Attitudes towards honey, by city tier, August 2018
- Communicate honey's health benefits
- Sweet spreads can be targeted at children
 - Graph 8: Consumption of sweet spreads in the past 6 months, by age group of children in the household, August 2018
- Target children through interesting textures in chocolate spreads
- Play up quality through authenticity and localisation
- Focus on quality through ingredients and provenance

Savoury spreads and dips

- Savoury spread consumption
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 - Graph 10: Attitudes towards savoury spreads, by age group, August 2018
 - Graph 11: Attitudes towards savoury spreads, by city tier August 2018
- Take inspiration from global low-calorie options
- Highlight clean label when targeting kids
 - Graph 12: Attitudes towards savoury spreads, by age group of children in the household, August 2018
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MARKET APPLICATIONS

- What you need to know

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- Encourage trial of dips through small packs
- Bundle small packs for new flavours
- Cater to Indian palates
 - Graph 13: Attitudes towards flavours, by age group, August 2018
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 - Graph 14: Share of sweet and savoury spread launches carrying functional benefits, 2018

Who's innovating

- Indian innovations

Global innovations

- Innovate with new ingredients
- Take inspiration from global players

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