

WHAT'S NEXT IN CONVENIENCE – INDIAN CONSUMER – 2021

Offer consumers the conveniences they need to help them save time on daily errands and to improve their quality of life, whilst sticking to a budget.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- The pandemic has highlighted the need for convenience
- Support employed adults as they juggle multiple roles and responsibilities
 - Graph 1: to what extent consumers agree gives them convenience, any agree, July 2020
- Popularise ready meals and meal add-ons among Indian families
- Offer to-your-door convenience

Consumer insights

- Convenience for consumers: by key groups
- Working adults: two-pronged approach to make life easier
- Tier 2 and 3 consumers: what their appetite for online services
 - Graph 2: attitudes towards online services, by city tier, January 2021
- Parents: help them juggle multiple roles efficiently

Opportunities: use technology to increase efficiency

- Improve consumers' online literacy
- Make e-wallets familiar and easy-to-use for consumers
 - Graph 3: attitudes towards online payments, by city tier, January 2021

Opportunities: cut time spent on errands and chores

- Introduce conveniences across regular categories
- Latest launches which underline the convenience across categories
- Strike a balance between online and offline platforms

Opportunities: balance budget and quality to attract more consumers

- Use discounts to draw consumers to convenient online resources
- Instill trust in online products and services – unite convenience with quality

IMPACT OF COVID-19

- Outlook for convenience
- Tap into at-home occasions to deliver premium experiences conveniently
- Focus on convenience as people experiment with cooking

What's Next in Convenience – Indian Consumer – 2021

- Brands work around at-home consumption – with convenience as the theme
- At-home services with focus on hygiene cater to the evolving needs
- Meeting consumers in their space
- Snacking start-ups talk about 'at-home' occasions for consumption
- SWOT analysis – strengths
- SWOT analysis – weakness and threats
- SWOT analysis – opportunities
- The marketing mix: product
- The marketing mix: price
- The marketing mix: place and promotion

KEY TRENDS

Technology gaining importance in COVID-19

- Increased importance of technology
 - Graph 4: consumers who have used online services in the last three months and would use again, January 2021
- Incorporate technology into business
- Make it multi-functional

Consumers seek convenience in daily habits

- Make daily essentials convenient for consumers
 - Graph 5: attitudes towards convenience, any agree, January 2021
- The nearer, the better
- The faster, the better
- Making mealtimes easier

Consumers work within a budget

- Strike a balance between budget and convenience
 - Graph 6: attitudes towards convenience, any agree, January 2021

CONSUMER INSIGHTS

- What is convenience?

Key consumer profiles

- Draw in Convenience Seekers with technology
 - Graph 7: average usage of online services, by city tier, January 2021
- Metro consumers show extensive online uptake with other tiers catching up
 - Graph 8: usage of online food delivery, grocery shopping, non-grocery shopping, fitness classes and private medical consultations, January 2021

What's Next in Convenience – Indian Consumer – 2021

- Value Searchers have online and offline presences
 - Graph 9: factors consumers consider would be convenient to their current lifestyles, by gender, January 2021
- Working adults lead the charge for Value Searchers
 - Graph 10: consumers who seek convenience, by age group, January 2021
- Work within limits for the Budget-conscious Consumer
 - Graph 11: attitudes towards budgeting by age group, January 2021
- North and South consumers favour budgeting
 - Graph 12: attitudes towards budget, by region, January 2021

The Convenience Seeker

- Digital wallets score high across demographics
- Education can increase uptake of online resources among cities
 - Graph 13: attitudes towards online shopping, January 2021
- Parents get more use out of online services
 - Graph 14: consumers who have used online services in the past three months and would use again, January 2021
- Monitoring health is a plus
- Strike a balance between online and offline channels
- Take the initiative to combat misinformation and distrust
- Worrying less about data privacy

The Value Searcher

- A diverse group seeking value
- Working men and women seek different solutions
- Working women: tools to stay active and healthy
- Seamless fitness in India
- Lighten household responsibilities for working women and men alike
- Home services now go beyond groceries
- Expand offerings of home service benefits
- Make shopping more convenient for all
- Physical shopping still preferred by some
 - Graph 15: attitudes towards online shopping, January 2021

The Budget-conscious Consumer

- Budget-friendly lifestyles are gaining popularity
- Help the tech generation to track expenses easily
- Adopt different ownership structures
- Buy now, pay later
- Offer small pack sizes to appeal to the Budget-conscious Consumers
- Educate consumers on product quality and certification

What's Next in Convenience – Indian Consumer – 2021

- Prove quality and provide peace of mind
- Help consumers hit personal goals

GLOBAL LAUNCHES

- Global initiatives to make exercise more accessible
- Help consumers make decisions fast
- Assure consumers of health and safety
- More claims, more confidence
- Suit the needs of financially anxious consumers

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.

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