

Emerging opportunities in Indian Ready To Eat foods market

<https://marketpublishers.com/r/ECB9D068CD5EN.html>

Date: April 2010

Pages: 47

Price: US\$ 1,495.00 (Single User License)

ID: ECB9D068CD5EN

Abstracts

Introduction

This report is based on trends observed in the changing Indian lifestyles, dietary intake patterns and the heightened need for convenience. It captures the current attitudes towards consumption of ready to eat foods and is aimed at enabling the NPD and marketing team in FMCG companies, to identify potentials in terms of advertising, product formulation & packaging, and emerging consumer segments.

Scope

Identifies current and emerging categories in ready-to-eat foods

Explores drivers and inhibitors behind Indian consumers' product choices of ready-to-eat foods

Focus areas for FMCG companies in terms of marketing communication, product formulation and packaging and target consumers

Geographic scope is India

Highlights

There is a rise in the demand for foods based on traditional Indian recipes across different states in India and abroad. This can be attributed to a number of factors including paucity of time and declining skills to prepare several traditional Indian foods,

and the rise in the globalization of Indians and Indian food.

The extensive coverage of topics related to health and wellness in the media is increasing awareness amongst Indian consumers regarding health issues and the long term ill-effects of consumption of fast-food.

Since Indians' dietary patterns have changed such that they don't have their ethnic foods during their breakfast, lunch or evening snack, there is an inclination to balance the dietary intake by opting for a traditional Indian cuisine during dinner.

Reasons to Purchase

Information on current consumer and product trends in the Indian ready-to-eat foods market

Insights into Indian consumer attitudes towards purchase and consumption of such ready to eat foods

Identifies opportunities in terms of marketing communication, product formulation&packaging,and emerging consumer segments for FMCG companies in India

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THE FUTURE DECODED

INTRODUCTION: The need to meet taste and convenience needs is fueling the growth of dried ready meals in an increasingly time-pressed Indian society

Changing societal trends in India are having a major impact on Indians consumers' food behaviors

There are two forms of convenience food, although this report only covers the shelf stable fare

The Indian RTE food market is growing at a rate well in excess of the country's overall GDP growth

TREND: The changing lifestyles and socioeconomic profile of Indians is fueling the growth of RTE foods in the country

The concept of nuclear families and moving away from one's hometown is now commonplace in Indian society

Blurred gender roles and responsibilities have arisen from ongoing societal changes

An emerging generation of Indian women now exists that have neither the necessary knowledge nor the time to prepare traditional Indian meals on a regular basis

Indians have become more experimental with respect to their food and drink choices, as there is a need for variety in dietary intake

Glocalization of Indians and Indian food is increasing the acceptance and demand for RTE foods

Key takeouts and implications: Changing lifestyles and socio-economic status of Indians is going to drive the demand for more convenient dietary options such as, RTE foods

TREND: There has been an increase in Indian consumers' awareness of long-term health issues associated with an irregular diet and fast food consumption

Mealtime fragmentation is leading to irregular and smaller portion intake, although the importance of having a wholesome and home-cooked dinner is still apparent

Claims associated with health and wellness have a significant influence on consumers' product choices

Key takeouts and implications: Ensuring and communicating freshness, and offering more convenient product concepts should be the areas of focus for RTE manufacturers

in India

INSIGHT: To reduce stress and improve work-life balance, a high majority of Indians are seeking time saving products and services in an attempt to maximize leisure time
Pressure to achieve professional satisfaction is ever rising

Indians are showing a significant tendency to choose products with a convenience positioning

Key takeouts and implications: All aspects of convenience-driven benefits should be at the forefront of marketing communication from the RTE manufacturers

INSIGHT: Both Indian men and women are equally interested in knowing the relationship between food and health, but more women tend to use on-pack nutritional information

Since Indians are taking more interest in taking control of their personal health than ever before, there is a renewed interest in reading information related to health and wellness

Key takeouts and implications: Detailed and descriptive nutritional information on product packaging is vital in gaining the consumers' trust

INSIGHT: More than half of Indians across all age groups are highly influenced by 'better-for-you' claims while making food and beverage choices

Key takeouts and implications: RTE foods should be reformulated to contain low-fat and low-cholesterol

INSIGHT: Food and beverages marketed with 'Freshness' claims have more influence on consumers, compared to 'Authentic/home-made/original' or even 'No artificial additives'

Traditionally, Indians have long believed in the benefits of consuming freshly prepared food at home

The ongoing preference for 'fresh' food is influenced by growing understanding of the benefits of food products which are free from artificial additives or are made from 'natural' ingredients

Key takeouts and implications: Freshness-linked claims gain precedence over authenticity and home-made claims in consumers' choice of food products

INSIGHT: Indians who do not cook dinner at home on a sustained basis choose take-away meals more often than eating out, driven by an innate preference for at-home consumption

Key takeouts and implications: Driven by a desire for eating at home, Indians are increasingly looking for convenient and healthy alternatives which give the taste of home-cooked meals

ACTION POINTS

ACTION: Remove the skepticism surrounding the freshness of RTE foods via healthier

product formulation and appropriating communication on product packaging

ACTION: Make smaller pack sizes to allow for single serve usage and to encourage trial

ACTION: Target the workplace as a consumption occasion

ACTION: Introduce greater variety by offering popular international cuisines

ACTION: Introduce RTE salads targeted at the health conscious

ACTION: Explore meal combinations of rice/bread and curries

ACTION: Offer RTE foods in packaging formats that allow for direct consumption from the container

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Canned ready meals

Chilled ready meals

Frozen ready meals

Dried ready meals

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