



Uncovering Indian Cities: Consumers' Preference Towards Packaged Foods

December 2021

Scope and Definitions

What is this briefing about?

Indian Cities (Un)Covered

How does the spending on packaged foods vary between tier I and II cities?

Tier I consumers to spend more on packaged foods in 2022

PURCHASE: SHOPPING FREQUENCY

Small pack sizes to be preferred in cities with higher purchase frequency

Health benefits is a clear top priority for all packaged foods consumers

Preferred packaged food attributes varies between tier I and tier II cities

Soulfull Foods: reviving millets, the ancient Indian grain

Popular claim across packaged food categories

24 Mantra Organic rides on consumers' focus on preventative health

North and West India more willing to pay for healthier packaged foods

Immunity building is the top priority for tier 1 while tier 2 expects to boost energy

New launches that target immunity boosting products and energy boosting

E-commerce gains prominence equally in tier 1 and tier 2 cities

Top five consumer preferences when choosing a retailer, online vs offline

Tier 1 shoppers prefer variety while tier 2 prefer price when selecting online retailer

Consumers across cities prefer gourmet stores for the purchase of healthier food products

Swiggy Instamart : grocery delivery in 15-45 mins

How to win?

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/uncovering-indian-cities-consumers-preference-towards-packaged-foods/report.