



Talkwalker

Quora

In partnership with: Quora

# India food industry trends



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# Introduction

India's Consumer Packaged Goods (CPG) industry has proven largely pandemic-resilient – recording 37% value-based growth in April-June 2021<sup>(1)</sup>, the quarter hit by the second wave of the pandemic.

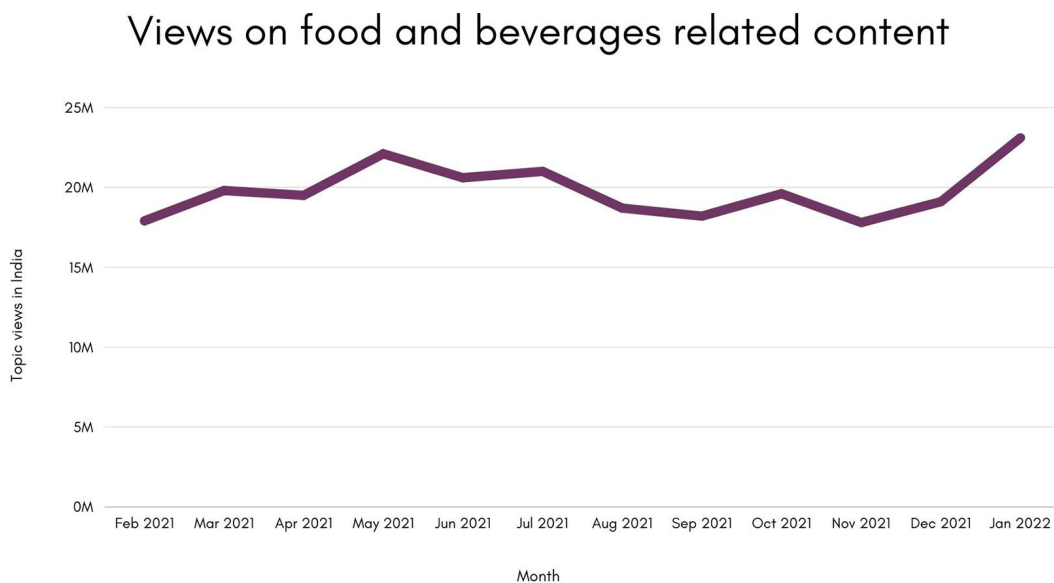
In recent times, CPG brands have also recorded a fast-growing demand for branded products amongst rural households compared to the urban population, based on Kantar Worldpanel data from June 2020 - May 2021<sup>(2)</sup>

In parallel, there has been a marked increase in the spending power amongst urban consumers, resulting in greater interest in premium products from this segment. By 2030, India will add an estimated 140 million middle-income and 21 million high-income households, increasing the total share of these segments to 51%.<sup>(3)</sup>

**New challenges have emerged for food brands and marketers within this period**, with e-commerce adoption on the rise, the emergence of more healthy-eating behaviours, and an interest in the impact of food systems on society. CPG food brands will have to quickly adapt to the new consumer expectations that have come about.

## Introduction

# The steady rise in online discussions



Discussions on food and beverages are teeming online and they are conversations that marketers ought to investigate.

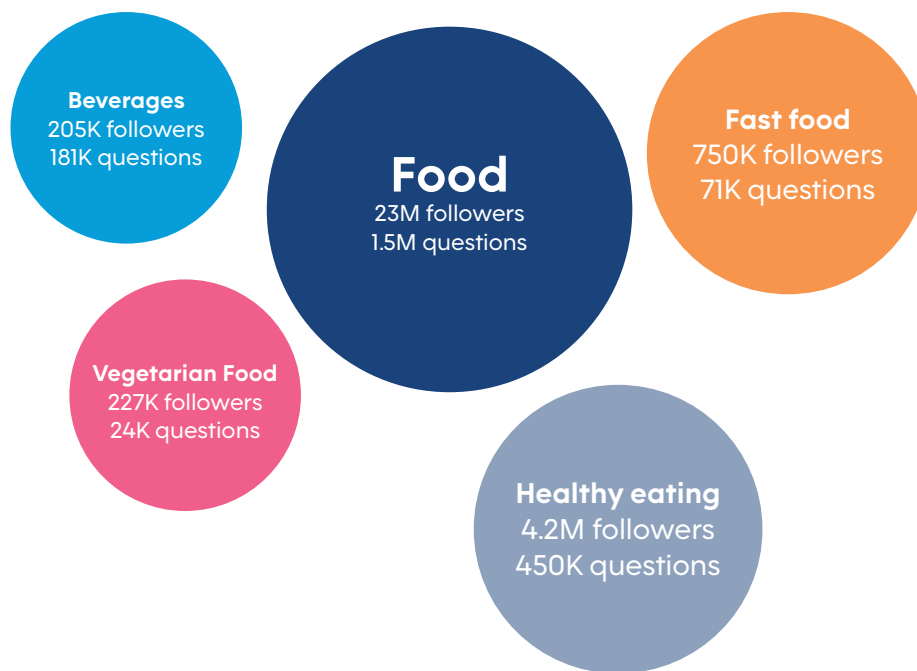
Content related to eating habits, dietary advice and packaged food brands has seen a steady increase over the last year.

Views on content related to food and beverages on Quora in India increased by **22% in January 2022<sup>(1)</sup>** and is progressing on an upward trend.



## Introduction

# Top-performing food topics on Quora



There are thousands of questions on Quora revolving around food brands, healthy diets, cooking advice and more.

People often go to these topic pages to read up on quick recipes, cooking tips or to look for information on products and ingredients.

While food is a highly engaged topic on Quora in India, conversations on healthy-eating are catching up and becoming more popular compared to all-time favourites like fast food and beverages.

## Introduction

# Food preferences on Quora

There are a myriad of online discussions around snacks, staples, confectionary and more in the packaged foods category on Quora.

With instant cooking culture is on the rise, views on topics related to instant noodles grew by 262% in India in January 2022.

From product and restaurant reviews to researching and comparing staples like spices, atta and dairy, people take to the platform to seek information, peer advice, and share their food preferences.

### Growth in topic views:

↑ 262%

Instant noodles

↑ 42%

Snacks

↑ 28%

Dairy

Which is better? Maggi or Yippee?

Answer Follow · 20 Request

What one spice do you use in most/all of your cooking?

Answer Follow · 64 Request 3 3

What is the healthiest food we can eat?

Answer Follow · 1.5K Request 50 50

What is your favorite kind of cheese?

Answer Follow · 81 Request

What kind of snacks do you like to eat?

Answer Follow · 225 Request

## Introduction

# To-go food vs At-home eating



*The graph above details Talkwalker analysis based on online conversations (including Quora) in India from the period 1 April 2021 - 1 April 2022*

## To-go food & deliveries are on a downwards trend, while dine-in or at-home eating conversations made a small comeback

Food delivery and takeaways were all the rage in the middle of India's second-wave of the COVID-19 pandemic last year - and for the right reasons too. Many Indian institutions and homes mobilized charitable meal deliveries, alongside the distribution of vaccines, oxygen and other aid-related supplies. Under lockdown conditions, more Indian consumers also turned online for information, connection and entertainment. Talkwalker's analysis revealed the virality of DIY home-cooking videos in this period. In the post pandemic period, dine-in content and restaurant reviews have made a small comeback as lockdown conditions were lifted.

**By looking at online conversations over the past year, Talkwalker analysis also shows the emergence of conversation trends including:**

- Food delivery persons as essential workers during the pandemic
- Increase in consumer awareness around the rights and treatment of delivery personnel
- Healthy eating and nutrition-focused dieting habits



# Connecting with the digital shopper

Amidst lockdown and movement curbs, many consumers in India came online for the first time during the pandemic, and millions more turned to online shopping experiences for convenience, connection, and entertainment.

Around 72% of Indian consumers are likely to shop online for premium products<sup>(1)</sup>. And the gross merchandise value (GMV) of the online grocery segment in India is expected to increase 18 times over a five-year period to reach US\$ 37 billion by FY25.

With the ever-shifting point of sale progressing from humble Kirana shops, to online stores and D2C distribution, the changing business and retail models in the CPG industry have created an imperative for brands to adopt and optimise e-commerce solutions, while also ensuring a positive customer experience.





Connecting with **the digital shopper**

# Researching digital channels on Quora

The acceleration of e-commerce solutions during the pandemic period has quickly normalised the online grocery shopping experience in India.

**69%**

of Quora users shop online

**46%**

of Quora users  
purchase groceries  
online

**48%**

more likely to research  
online before buying  
health foods

With the convenience of doorstep delivery, quick deliveries, and good offers, the trend is here to stay, and has become apparent with Quora's audience as well.

According to a recent Global Web Index (GWI) survey, 69% of Quora users in India shop online, while 46% are leveraging online channels for grocery shopping.



Connecting with **the digital shopper**

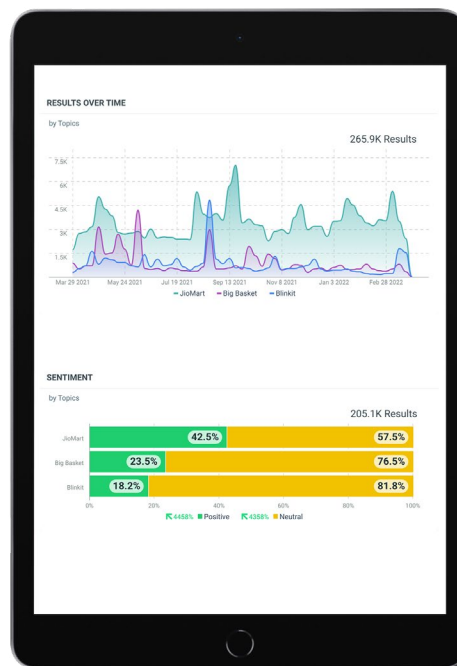
# Doorstep delivery: Online grocers race for market share

A more recent survey by McKinsey shows that [60% of Indian consumers are leveraging omnichannel services](#) for purchases across all categories, with grocery products ranking the highest (68%) in omnichannel usage.

This growth in the digital shopping segment, accelerated by the pandemic, has presented incredible opportunities for online grocery brands in India.

As the race for share of the online grocery market intensified, brands such as Jio Mart, Big Basket, and BlinkIt (previously Grofers), had to keep their eyes on multiple spinning plates – including looking after customer experiences, while optimising end-to-end supply chain operations within [one of the most complex grocery retail systems in the world](#).

Competitor analysis and real-time feedback on consumer sentiment have become indispensable in this omnichannel environment, enabling the prioritisation of customer follow-up, and the design of service niches.



### **Result over time:**

*Of the three online grocery brands identified, JioMart has recorded the highest share of voice (SOV) at 67.4% over the past 12 months.*

### **Sentiment:**

*Brands today receive up to 4 million brand interactions per day across online channels including social media<sup>(1)</sup>. JioMart records the highest positive brand sentiment generated, based on results from 1 April 2021 - 1 April 2022.*

# Growing appetite for premium organic

Over time, there has also been growing consumer awareness about the host of health and wellness benefits that come with eating organic foods i.e., produce that is grown without the use of harmful pesticides and synthetic fertilisers.

Younger consumers are also seeking out healthier and more nutritious options in their purchases. This has created an increased demand for brands to offer healthy options in their meals, ingredients, and snacks.

How can food brands better engage the wellness-focused consumer?

And how might social media platforms and forums like Quora shape the consumer engagement strategies of brands?



Growing appetite for premium organic

# Diet-related conversations

One of the consequences of rising incomes amongst the middle-income and high-income segments in India, is a growing appetite for healthier dietary options.



Talkwalker analysis of Quora data surfaced **42.2K diet-related conversations over the past 12 months, with 34.1% positive sentiment in terms of engagement.**

Mentions of diets peaked in June 2021, around the time of the second wave of the pandemic. Weight-related goals took centre stage in these discussions, and Quora is enabling more consumers with similar concerns around the topic to connect and exchange ideas.



Growing appetite for premium organic

# Trends in healthy eating

59%

of Quora users are interested in Health drinks or food

55%

of Quora users describe themselves as Health Conscious

50%

of Quora users are interested in Nutrition

## Engagement on healthy-eating topics on Quora in India:

4.2

Million follows

3.4

Million upvotes

555

Thousand questions

3.1

Million answers

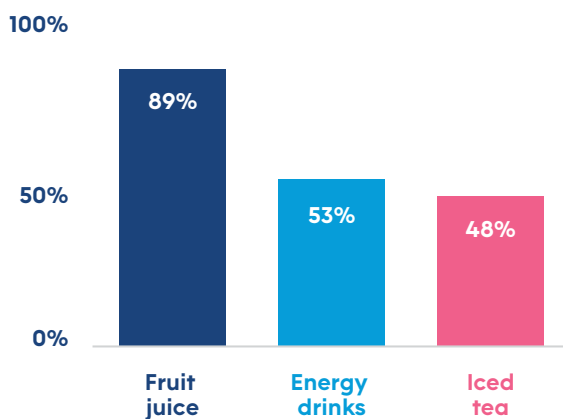
### Nutrition: down to a science

In India, the paradigmatic shift towards a consumer focus on health, fitness, and holistic nutrition, is expected to sustain beyond the pandemic. According to EY India's report from February 2022, a higher percentage of consumers in India are emphasising concerns around their family's health (94%) and mental-well being (52%), in contrast to the global population.

And, as borders and workplaces open up, an increased demand for health-enhancing products and services has become the 'new normal' for the Indian consumers. This sensitisation towards health and nutrition, and its growing relevance in food and diets is reflected in Quora's audience, more than half of which is made up of health-conscious users.

Growing appetite for **premium organic**

# Trends in healthy eating



% of Quora users in India consuming at least once a month

## Quora users' preference for healthier beverages:

The pandemic has led to a change in the way consumers perceive quality, with a growing preference for healthier alternative, and also greater scrutiny placed on product ingredients and nutritional values. An example of this can be seen in Quora users' preference for healthier beverages that contain fruit-based ingredients, over caffeine-infused drinks.

### What are the healthiest fruit juice brands?

Answer Follow · 7 Request



Pam Stewart, Science Teacher

If you are shopping in a supermarket and have chosen juice over healthier options like eating fruit or drinking water, look for brands without added sugar and are 100% from fruit or fruit juice. Apple or grape juice is added for sugar content. If you're shopping for nutrition from the fruit on the label look for that fruit as the first and hopefully close to only ingredient.

3.3K views

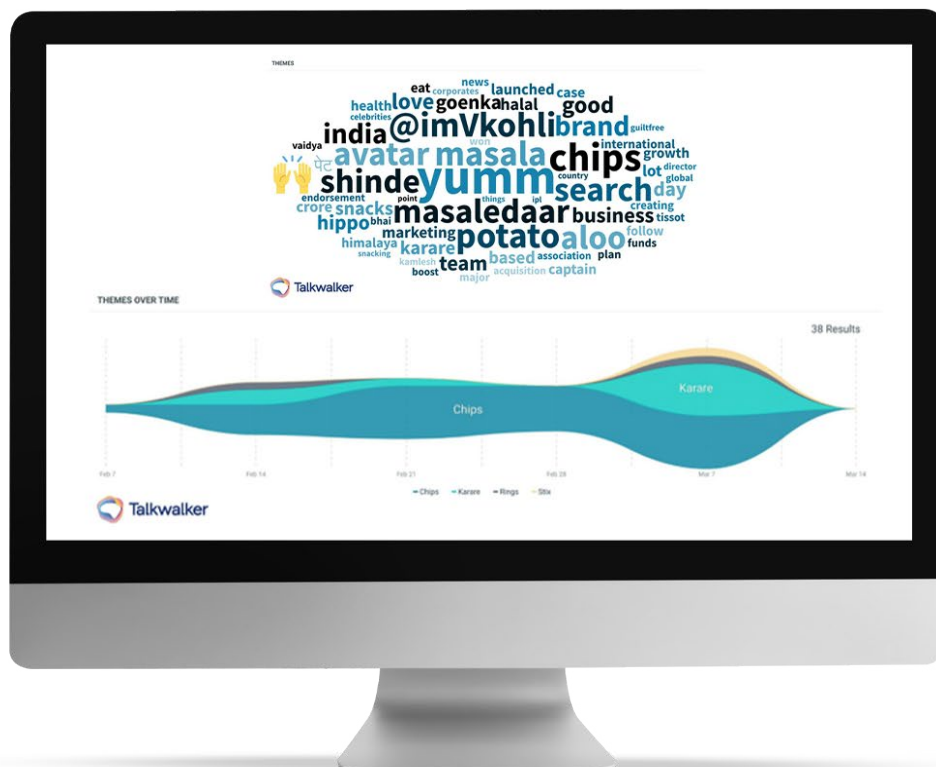


Growing appetite for **premium organic**

# Healthy snacks: Lifestyle vs Wellness marketing'

In response to the growing demand for healthy food options, brands within the healthier snacks segment have quickly adapted, and created their own niche offerings. We see this niches emerge when analyzing consumer conversations around the Too Yum! and RiteBite snack brands, where consumers are focused on different aspects of the two healthier snacks brands.

For Too Yum! consumers are focused on the lifestyle aspect and flavour aspects of the snack, with the [#MasalaldharHai potato chips campaign](#) by brand ambassador Virat Kohli dominating the conversation. Its appeal to the young, college-going consumer is driven home by references to college survival kits, and popular culture such as the game Wordle.



RiteBite, on the other hand, has promoted stronger recall and associations of the brand around the snack's nutritional properties, through its social media campaigns.

Its Diwali Special Treasure Hunt campaign, for example, got social media users to match ingredients to the associated RiteBite nutrition bar.

These repetitions are creating enduring associations of RiteBite snacks as a protein-rich, and energy-rich supplement.



# Socially-conscious consumers

Today's socially-conscious consumers are looking for socially-responsible brands that resonate with their values and aspirations.

According to a [Deloitte study](#) on Indian consumers, 68% of respondents wanted more locally sourced items, while 74% of respondents purchased from brands that responded well to the crisis.

Yet there is still a widening gap between what brands are saying, and what consumers want to hear. On the topic of CPG brands and sustainability, for example, Talkwalker found that more than half (54.1%) of consumer conversations were missed by brands.<sup>(1)</sup>

Food brands will have to engage with greater intent to understand consumer conversations around sustainability, community engagement, and the environmental impact of their products.





# Trending conversations on food and sustainability

Based on Talkwalker analysis of online conversations in India, covering the topic of food and sustainability over the past 12 months (Apr 2021-Apr 2022), it becomes clear that consumers now have more considerations than ever before.

The conversation cluster analysis reflects Indian consumers' increased awareness and exposure to the complex network of actors and issues which could influence their food purchasing decisions.



CPG food brands will need to adopt more proactive, tomorrow-ready strategies to stand out in such an environment.

**Beyond healthier choice and branding, for example, CPG brands will also need to think about designing and communicating initiatives related to:**

- Innovations in the packaging market
- Sustainable foods, sustainable agriculture and healthier diets
- The role of renewable energy in food production
- Alternative & next generation proteins

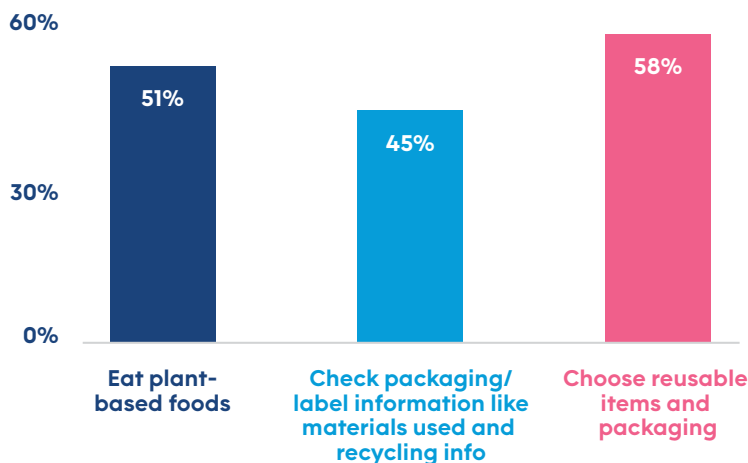


# Sustainability advocates looking for brands to champion

**A Global Web Index survey reported that when it comes to actions taken to support sustainability.**

A realisation that has gained momentum globally is the need to preserve our environment and its resources for future generations.

Quora users are doing their bit by partaking in initiatives like choosing reusable items, eco-friendly packaging and consuming plant-based foods to support sustainability.



*Actions Quora users take to support sustainability*



# Conclusion

According to IBEF, the CPG food market in India is set to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025<sup>(1)</sup>. By leveraging e-commerce acceleration and wide scale digitisation, food and beverage companies are moving towards making their products available at a finger's touch, to consumers in every nook and corner of India.

An increased awareness of healthy eating habits and different diets has also created demand amongst consumers in India for organic products and more nutrition-focused options - even if this comes at a higher cost. Brands will need to understand the flavours, ingredients and products that are coming up top-of-mind for consumers in each category, in order to develop their own niche in a crowded marketplace.

Finally, there is growth in the socially-conscious preferences that brands will have to cater to. Consumers want to connect and purchase from brands that are walking the talk, on the issues that they care the most about. In order to remain a staple in consumers' shopping carts, food brands will also need to come to terms with the range of sustainability-related considerations that consumers today are aware of, and partake in.

The challenge for the food marketers in India is to cater to these evolving consumer needs, while designing and delivering the products and messages that modern consumers want to hear.

# Quora

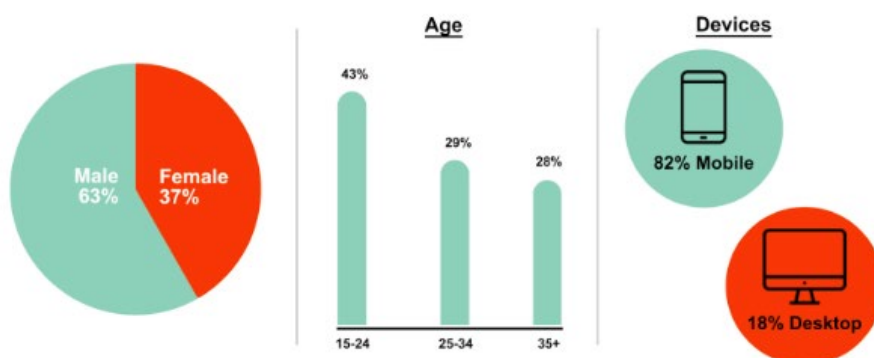
## About Quora

Founded in 2009, Quora's mission is to share and grow the world's knowledge. By democratizing access to knowledge, communities can ask questions and share answers with one another.

**Quora for Business** connects thousands of brands to over 100 million insightful Quora users in India across 300,000+ topics, transforming the way brands share their industry expertise and form relationships with customers. With products such as Quora Ads and Promoted Answers, businesses can influence a high-intent audience during the consideration phase of their purchase process.

## About our users

Quora users are naturally curious about the world around them, making them eager to connect with individuals with diverse perspectives and a shared zeal for knowledge. This means they are actively seeking solutions that improve their lives and the businesses they work for. Today, thousands of businesses use Quora to reach high-value customers in the consideration stage of their brand journeys.



Comscore Media Matrix, December 2020, Internal Quora Data 2019.

**Book a meeting**

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**Quora for Business blog**





## The #1 Consumer Intelligence company

The world is changing. Consumers are more demanding, more urgent, and more unpredictable than ever, and brands are struggling to keep up. Talkwalker's leading Consumer Intelligence Acceleration Platform™ helps you stay ahead by turning internal and external data into consumer insights that grow your brand.



**We bring together everything you need to help you get closer to your consumers than ever before:**

- Accelerated data coverage and scale integrations
- Market-leading AI capabilities
- Platform services that elevate data to intelligence
- Deep dive human and cultural insight from our team of strategists

**Over 2,500 global brands trust Talkwalker, and our international team of experts, to guide them in making the most of every opportunity in this fast-paced world and accelerate their brand growth.**

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