



INDIA

By Rajneesh SHARMA, *Food and Beverage Business Review*

RETAIL TRENDS

In India, modern trade has nearly a 5% share of total retail sales. Loyal consumers are the key to sustained growth in the modern retail segment in India. Thus retailers are now offering Private Labels. **Private Labels are catching up fast with consumers** and have shown a consistent growth in sales. 58% of modern trade shoppers buy Private Label brands regularly. 29% of consumers believe that the quality of Private Label brands goes hand in hand with renowned brands.

CONSUMER TRENDS

Customers' loyalty is the key to the sustained growth of modern retail in India. Modern retail marketing now revolves around relationship marketing to foster customer loyalty, interaction and long-term engagement. Stores are in regular touch through social media, smart phones and e-mails regarding special offers, new product arrivals, special events, etc. Personalized Retail is a trend where the **retailer provides an in-store experience** that is customized for each visitor.

TREND 1: CONVENIENCE

About 79% of households prefer to have instant food due to a steep rise in dual income levels, standard of living and convenience. 76% of parents, mostly both working, are serving easy-to-prepare meals at least 10-12 times per month. Urban areas account for 80% of the demand for packaged food and about 76% of nuclear families feel they have less time to spend in the kitchen, while nearly 79% of bachelors prefer convenience food.

SOUPS

Brand: Hindustan Unilever Ltd. / Knorr

Launch date: 06/2015

Category: Grocery

Family: Soups

General description: Thai Vegetable Soup and Mexican Tomato Corn Soup offer exotic ingredients and delicious taste.

Why is this product a success? Knorr soups offer the convenience of preparing authentic international soup at home customized to the Indian taste palate. Made from exotic ingredients, they offer an authentic flavor, a tantalizing aroma, perfect consistency and unmatched taste.





TREND 2: TRADITION

The traditional snack food market is witnessing multiple innovations. The traditional salty snack is the fastest growing category. The snack foods business in India consists of three categories - Western snacks, traditional snacks and a mix of the two. The macro snacks category that consists of biscuits, salty snacks, chocolate and confectionary, is growing at 20 per cent.

CHOCOLATE

Brand: Mondelez India / Cadbury Dairy Milk Silk - Bubbly

Launch date: 07/2015

Category: Grocery

Family: Chocolate Products



General description: A unique chocolate bar brimming with “bubble inside and bubble outside”.

Why is this product a success? Silk Bubbly is a unique product format and melts in the mouth to give a light yet indulgent Silk experience. The product has been widely accepted due to the experience it gives. Mass advertising and reach has made it popular pan India.

TREND 3: HEALTH

Changing lifestyles and an increasing health awareness are influencing consumers' food and beverage product choices. The key health concerns include diseases of the heart and digestive system, obesity, depression and anxiety, lack of energy and stamina. Consumers' changing dietary habits and willingness to try new things are pushing higher growth in this segment. Indians more actively buy and consume healthy products. The younger generation's primary health concern is their physical appearance.

Coca-Cola Zero

Brand: Coca-Cola

Launch date: 11/2014

Category: Beverages

Family: Soft Drinks

General description: Soft Drink - a healthy beverage for hydration needs.

Why is this product a success? Provides a healthy beverage choice in a social and demographic set-up, where consumers are increasingly demanding safe, hygienic, high-quality and consistent hydration options. The product is widely advertised and promoted through tasting sessions.





NEW RETAIL CONCEPT

A significant number of **compact hypermarkets** with a carefully selected product range, which will revolutionize Indian modern trade, are in the development stage. These formats are tailor-made for a specific region / locale, offering region / locale specific products with multiple choices and price ranges. They are the answer to 10 million traditional retail stores (Kirana Stores) now facing competition from these formats.

OTHER MAJOR RETAILERS

Godrej Nature's Basket, the retail venture of the Godrej Group, has 36 premium gourmet stores in major metros. Nature's Basket is India's foremost retail destination for fine foods from across the world. To meet the growing gourmet food demand of the Indian consumers, they have introduced sophisticated and exotic tastes from around the world.

DO NOT MISS

HyperCITY, Nature's Basket, Foodhall. These stores are the most innovative modern retail formats in India, offering a comprehensive range of food products from grocery, fruits and vegetables, bakery, dairy, meat, poultry and fish, wine, beer and spirits to gourmet products. They offer interactive services for consumers on the products and even cuisines & recipes. They regularly update their portfolios to meet the real needs of consumers and provide high food safety and quality, thus value for money.