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63% Indians consume insufficient protein in daily diet

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By **Kalyani Sharma** | February 11, 2020



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As per recent study conducted by Parag Milk Foods Ltd. (PMFL), 63 per cent of people in top Indian cities lacked protein in their daily diet and are unaware of its lifestyle impacts such as hair loss, poor concentration, muscle loss, constant hunger, anaemia, low immunity, skin peel and ridges in nails, and Polycystic Ovarian Disease (PCOD).

While Indians are increasingly turning towards a health-conscious lifestyle, Mumbaikars lead the way with only 47 per cent of respondents found to consume a protein-deficient daily diet.

Kolkata and Delhi followed the suite respectively with 63 per cent and 64 per cent of participants consuming protein-deficient daily diet. Surprisingly, the study found 76 per cent of participants from Hyderabad were observed consuming protein-deficient daily diet, making Hyderabad last in the list.

The study also revealed interesting data points on different lifestyle-related health issues caused due to protein-deficient daily diet:

Other highlights:

– 92% of people with protein-deficient daily diet suffer from constant tiredness
– 88% of people with protein-deficient daily diet have irregular eating habits
– 68% of people with body aches and pain consumes a protein-deficient daily diet
– 67% of people with lower muscle mass consumes a protein-deficient daily diet
– 65% of people with low haemoglobin consumes a protein-deficient daily diet
– 63% of people with hair loss consumes a protein-deficient daily diet
– 37% of people with protein-deficient daily diet suffer from poor concentration

Parag Milk Foods commissioned a survey conducted by Nielsen covering 1,226 respondents in the age group of 18-55 years across Mumbai, Delhi, Kolkata and Hyderabad.

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