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Over 75% of Indians snack to relieve stress & boredom: Mintel survey

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By **Pooja Yadav** | June 17, 2021



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According to the latest research from Mintel, the experts in what consumers want and why a majority of Indian consumers agree that they snack to relieve boredom (77 per cent) and stress (76 per cent).

In fact, due to the onset of the pandemic, nine in 10 Indians (90 per cent) agreed that they suffered from some form of stress, while 38 per cent of consumers have shown interest in food with added benefits to cope with stress. Meanwhile, since the start of the first COVID-19 lockdown, close to two in five (39 per cent) of consumers have increased snack consumption.

Rushikesh Aravkar, Associate Director, Food and Drink, Mintel Consumer Reports South APAC said:

“Our research shows a clear connection between emotional wellbeing - or the perception of wellbeing - and snacking, which presents brands with opportunities to associate snacking occasions with moments of de-stressing and relaxation.”

“As consumers transition into the ‘next normal’ post-pandemic, they will continue to reach for food that offers comfort and security. In the next 12-18 months, consumers will expect snack brands to respond to their emotional needs of stress relief and relaxation. Positioning snacks as mood food with health benefits can help brands establish emotional connections with consumers.”

Mintel research highlights that close to two-thirds of consumers (71 per cent) say the taste is more important than how healthy the snack is, while 85 per cent of Indian consumers wish there were healthy snack options available. Among the new snack, product launches in India between February 2016 to January 2021, Mintel GNPD indicates growth in natural claims such as the ‘no additives or preservatives’ claim saw a rise from 11 to 16 per cent and ‘free from

added/artificial preservatives’ increased from 7 to 15 per cent.

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