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New challenges emerge for food brands and marketers: Talkwalker survey

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

By **Manbeena Chawla** | May 31, 2022



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Talkwalker, a global leader in consumer intelligence that is dedicated to helping brands close the gap between brands and consumers, recently conducted a webinar on '**Future of Food Marketing**' and has released a report based on it.

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

According to the report, 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.

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.

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.

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