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In the last four years, Indian namkeens have grown at faster pace @ 24-25% as compared to Western snacks @ 12% overall.

— Manoj Gupta
Executive Director,
AFP Manufacturing
Co. Pvt. Ltd.



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By cutting down extra sugar, zero trans-fat, and cholesterol, we are making our products lighter and easy to digest, hoping to attract consumers from all age groups.

— Gobind Ram Chodhary
MD, Anmol Bakers

its consumers with innovative and great tasting offerings. The new flavours are inspired by the food culture and the fun spirit of Indians. By tweaking their product offerings to suit the taste of Indian consumers, snack brands have launched new variants of the products to cater to region-specific demand, which has widened the consumer base. “With more than 34 varieties of biscuits, Anmol Bakers provides its customers with a wide range of variety to choose from,” says Gobind Ram Chodhary, Managing Director. Similarly Cornitos, one of the leading FMCG brands in the Indian snack market, which is operated by Greendot Health Foods Ltd, and which has been clocking an impressive 30% growth rate annually, has Nacho Crisp, a Mexican snack in International flavours to cater to the Indian palate, apart from ten other varied flavours of Nachos.



Price points: Adoption of low-cost pricing strategies to make the product affordable for consumers has also enhanced the consumer base for the category. “Price is a primary factor in snack purchases, particularly in rural areas, which tend to be characterized by lower levels of disposable income. Consequently, the affordability of small pack sizes plays an important role in stimulating demand in rural regions,” says Dilip Radhakrishna, Research Analyst – Packaged Food at Euromonitor International. Consumers are always tempted to shift their choices and preferences whenever new products are launched or various marketing and pricing campaigns of different brands are introduced. “Our unique propositions to our valued customers, matching with smart packaging and our price points (MRP Rs. 5 and Rs. 10 pack sizes) convince them to switch brands and get addicted to our savories,” says Manoj Gupta of AFP. Another brand meticulous to play along strategic price points is Anmol Bakers, which is among the seven leading biscuit and cookies FMCG brands in India. “Our biggest USP is affordable prices and our products are bought by all sections of consumers, taking Anmol to new heights,” says Gobind Ram Chodhary of Anmol.

Product features and attributes: Taste followed by health figures prominently as the factors influencing the choice of snacks by Indian consumers. As per Mintel’s research, almost one in three (29%) adults who snack said taste was their priority when it comes to choosing a snack followed by health, which was chosen by 25% of consumers. Products that get the elusive balance of health and indulgence right stands to gain the most. According to Avinash Tripathi, Category Head, Godrej Nature’s Basket, “Taste

is the most important criteria in the choice of a snacking product. Indian consumers are looking for snacks that are fresh, crisp and flavourful. Freshness is also one of the top criteria in choosing a snacking product. While nearly three-quarters of consumers wish there were healthier snack options, more than three in five agree that taste is more important than how healthy the snack is for them. So to keep the balance between Health & Indulgence is the mantra for success in snacking segment.”

Emerging Consumption Trends

Healthier products are at the heart of the conversation around snacking, primarily due to the changing values of consumers. Being healthy is becoming an increasingly aspirational marker as consumers become more conscious about the food choices they make. Health-conscious snackers demand healthy, low fat, low calories, low trans-fat, organic, fiber rich, vitamin & mineral fortified snacks while others want exotic tastes and flavours. So the health aspect should be balanced with the demand for taste. According to Mintel Global New Products Database, snack food launches that claim low/no/reduced cholesterol grew by 22% between 2015 and 2016. Snack launches with high/added fiber grew 46%. “Health is becoming increasingly important for Indian consumers, and new product launches are increasingly highlighting their better-for-you credentials, such as in the form of the ingredients used or the nutritional benefits offered. Nearly a quarter of adult Indians who consume snacks say that they would be willing to pay extra for lower calorie content snacks,” says Ranjana Sundaresan of Mintel. With increasing consumer health-consciousness shaping demand, one can expect to see more innovations and technology adaptation in the product segments besides the launch of new health-orientated savory snacks, including multigrain products, low-calorie products, and snacks with low levels of fat and cholesterol.

According to Rajnish Ohri, MD, Tilda Hain India Pvt Ltd (A Hain Celestial Company), makers of the snack brands ‘Terra’ and ‘Sensible Portions’, “With consumers becoming more health conscious, the impact on the sales of ‘Terra’ and ‘Sensible Portions’ has been very good as our products are all natural and rooted in vegetable-based snacking.

