

COVID-19: Impact on Consumer Behaviour Trends - Food Industry



Sample Size
1066

Cities Covered

Delhi, Mumbai, Kolkata, Bangalore, Hyderabad
*8% of internet users

PROFILE OF RESPONDENT



59%

41%

52% graduate/
post-graduate

INCOME GROUP



Above 20 Lakh	8%
15 - 20 Lakh	9%
10 - 15 Lakh	19%
5 - 10 Lakh	35%
Less than 5 Lakh	29%

CHANGE IN CONSUMER BEHAVIOUR



FOOD HABITS

- Food waste control - **62%**
- Trying new dishes - **55%**
- Stopped online orders - **44%**
- Stopped non-veg consumption - **42%**
- Limited alcohol consumption - **37%**
- Learnt cooking - **34%**
- Bored with home-made food - **29%**



GROCERY SHOPPING

- Shop-from-home convenience - **65%**
- On-time delivery - **62%**
- Discounts- **62%**
- Online/contactless payment- **54%**
- Returns/refunds- **48%**

60% will prefer home-made food over eating or ordering from outside
decrease in tendencies of



Dine out
with family **53%**



Ordering food
online **44%**



Consumption
of alcohol **32%**



Consumption
of non-veg **32%**

LIFESTYLE & SAFETY

Primary Measures

- Mandatory use of face mask - **82%**
- Social distancing - **77%**
- Use of hand gloves - **70%**
- Contactless trials/deliveries - **62%**
- Proper sanitization facility - **77%**
- Temperature monitoring - **62%**

Secondary Measures



Products to be
disinfected at
regular intervals



Regular health
check-ups



Increased use
of immunity
boosters

NEW Vs OLD

Willingness to try New Brands



Cleaning &
Sanitization
40%



Milk & Dairy
36%



FMCG
32%



Pulses
35%



Personal Care
32%



Cooking Oil/Ghee
34%