



SNACKING BEHAVIOUR DURING LOCKDOWN

DIGITAL RESEARCH
INSIGHTS

BY
THINKING HATS
CONSUMER INSIGHTS,
INDIA

MAY'2020





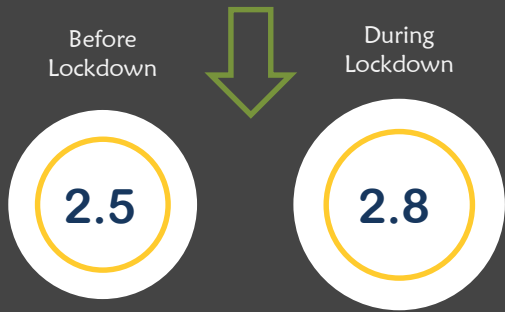
THINKING HATS

RESEARCH DESIGN

THINKING HATS conducted a Digital Survey via. its Proprietary Platform: **'APPtitude'** to gauge a behavioural shift in 'Snacking Behavior' during the lockdown

1580 Consumers belonging to NCCS A in the age group of 18-35 years were targeted across Bangalore, Delhi and Mumbai.

FREQUENCY OF SNACKS CONSUMPTION (TIMES PER DAY)

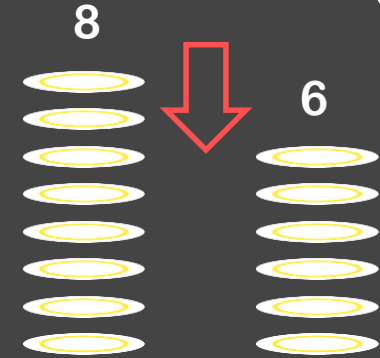


Snacking refers to all non main meal items.

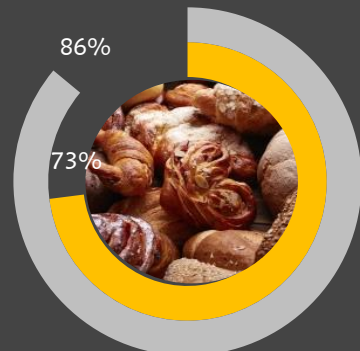
Overall, FREQUENCY of snacks consumption during lockdown has INCREASED.

Whereas, VARIETY in snack consumption has DECLINED.

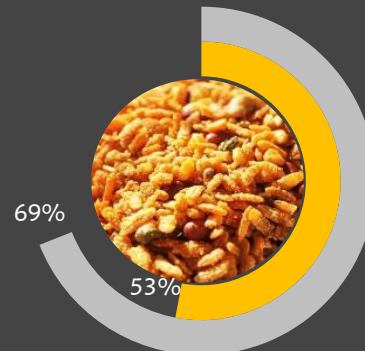
SNACKS VARIETY



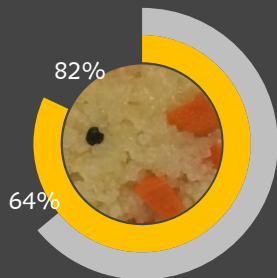
SNACKS CONSUMED



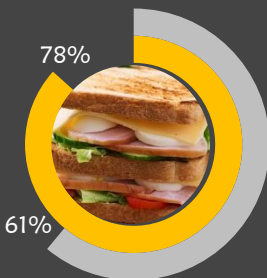
Bakery Products (Biscuits, Pastry, Cake slices)



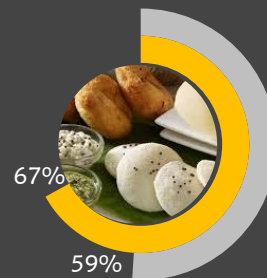
Dry Snacks



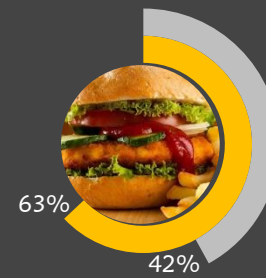
Indian Snacks (Poha, Upma, Dhokla)



Bread/Toast/Sandwich



South Indian Snacks



Burger/Pizza/Noodles/Pasta



61%
↓
17%

Fried Snacks



58%
↓
25%

Chaat



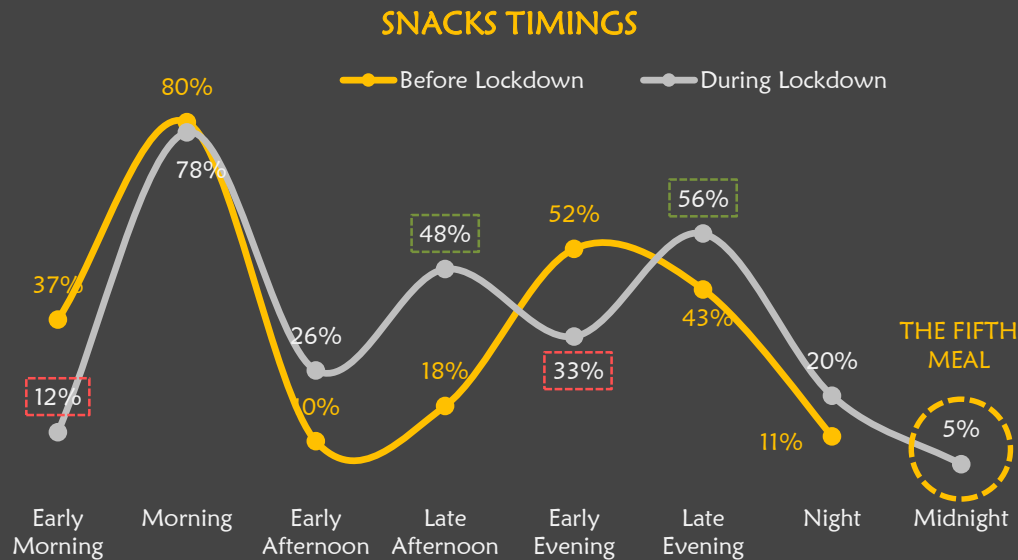
29%
↓
6%

Momos



63%
↓
42%

Burger/Pizza/Noodles/Pasta



Noteworthy to mention, Snacking Behaviour closely followed sleep patterns and saw subsequent changes during lockdown

Early morning snacking has reduced, whereas, snacking in the late afternoon had increased

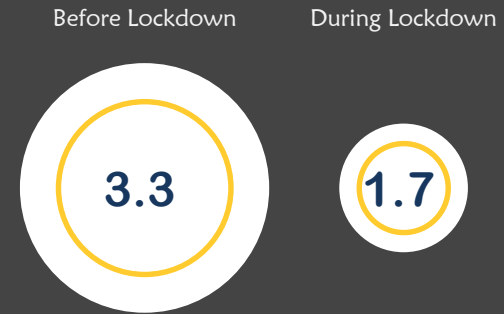
Early evening snacks timing has moved ahead to late evening

INTERESTINGLY, 'THE FIFTH MEAL' OR MIDNIGHT SNACKING BEHAVIOUR HAS STRONGLY EMERGED ACROSS CITIES

Points of purchase for snacks decreased during lockdown.

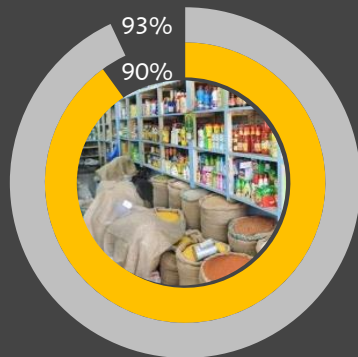
Local kirana/retail stores emerged as the sole access point for snacks.

NUMBER OF PURCHASE POINTS

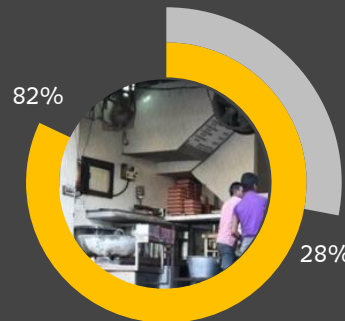


TYPE OF PURCHASE POINTS

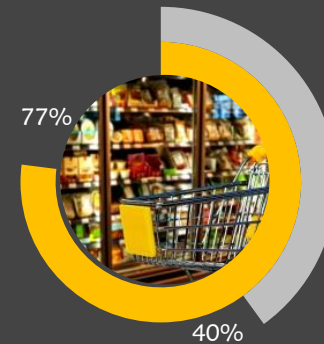
■ Before Lockdown
 ■ During Lockdown



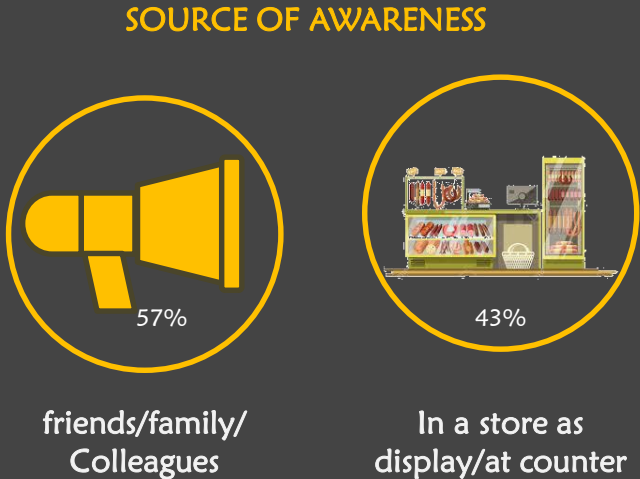
Local kirana/
retail store



Nearby
restaurant/Hotel/local
vendor/Sweet mart



Retail chain



Brands of healthy snacks mentioned - Snackit, OrgTree, Snackible, Yogabar and WIMWI Foods

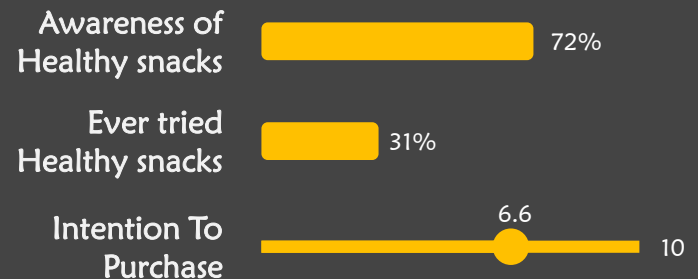
72% were aware about Healthy Snack brands, whereas only 31% ever tried it

Higher awareness in Bangalore

Moderate intention to purchase overall

Word of Mouth is the major source of awareness for healthy snacks

AWARENESS, USAGE & INTENTION TO PURCHASE



कौन कमबख्त जीने के लिए खाता हैं। हम तो खाने की लिए जीते हैं



समोसे से डर नहीं लगता साहब, मिर्ची से लगता है



एक वडापाव की किमत तुम क्या जानो रमेश बाबू?



एक पास्ता अहा अहा, दो मैगी अहा अहा, एक बर्गर, एक पराठा अहा



Snacks का आर्डर गेट तक पहुँच चुका हैं



आपके पैर संभालके रखिये, ये लड्डू बहुत



मैं तो रस्ते से जा रहा था. भेलपुरी चाह रहा था. पानीपुरी मिली तो मैं क्या करू?



अम्मा, पकोड़ा



ममा मियां, तुम को पास्ता का वास्ता





THINKING HATS

FOR MORE INSIGHTS
REACH OUT TO US ON:

CONTACTUS@THINKINGHATS.INFO