

Brands within India's alternative protein industry are progressively realizing the significance of addressing consumer preferences and requirements. Their primary considerations revolve around devising accessible, culturally relevant and sustainable protein sources that cater effectively to the nation's diverse population.

Key Takeaways on Consumers' Need for Alternative Protein in the Indian Market



Socio-Culture

In India, cultures change every 15 kilometers, crafting a diverse symphony of foodgrains. While meat covers just 20% of the plate, the rest features protein-rich grains. Here, the concept of alternative protein isn't new; it's a cherished legacy.

Reducing economic disparities and ensuring the affordability of plant-based meat is crucial for its widespread adoption in India. Tailoring to various backgrounds, and accessible pricing clears the path for mass acceptance.

Price Parity



Consumers Education

Introducing plant-based meat onto Indian plates necessitates robust education. Communicating sustainability, functional advantages, and the art of mindful eating empowers consumers to embrace a healthier and planet-friendly dietary choice.

In India's market, taste and texture are paramount. Companies must prioritize these aspects before introducing plant-based meat, as exceptional flavor holds the key to capturing a broader consumer base

Taste and Texture



Environmental Positivity

Gen Z and millennials seek eco-friendly products. Indian consumers are becoming conscious of sustainable choices, and companies' initiatives to educate them can boost profits and eco-friendly choices

Modern consumers desire products with added benefits, such as health advantages. Companies must consider this trend, ensuring their offerings promote holistic well-being alongside sustainability.

Health Benefits



Key Player Perspectives on Smart Protein for the Indian Market

Key Factors Industry Players Consider Regarding Indian Consumers



- ✓ According to ITC, accessibility and affordability are key factors that attract consumers to purchase alternative protein
- ✓ Socio-cultural differences among Indian consumers are a significant consideration
- ✓ Growing sustainability awareness among consumers will contribute to the growth of alternative proteins
- ✓ Taste and texture of the products are important factors to consider in the Indian consumer landscape

- ✓ According to Reliance, the driving factor behind smart protein
- ✓ Another factor capable of attracting consumers is price parity



- ✓ Taste is the key factor for the Indian market, capable of driving mass acceptance of the smart protein category
- ✓ The second crucial factor is price parity
- ✓ Consumers awareness and adaptation hold the utmost importance
- ✓ Socio-cultural aspect is an important factor for companies looking to commercialize plant-based products within the Indian consumer market

- ✓ In the Indian market, the socio-cultural aspect is a crucial factor due to the differences in Indian and Western cultures
- ✓ Environmental positivity drives the smart protein growth
- ✓ The aim is not to replace the meat category; rather, the primary goal is to offer an alternative meat option to flexitarian consumers



Conclusion

- India's dynamic culture and evolving consumer preferences necessitate plant-based meat options that harmonize tradition, affordability, education, taste, and health.
- Contemporary consumers actively seek comprehensive benefits, encompassing health advantages. Thus, companies must align their offerings with this overarching trend, accentuating well-being alongside sustainability.
- Taste reigns supreme in India's market. Prioritizing flavor and texture in plant-based meat offerings is pivotal, capturing a broader audience through exceptional culinary experiences.
- Bridging economic disparities, the availability of affordable plant-based meat becomes instrumental for mass adoption. Ensuring accessible pricing caters to diverse backgrounds, can foster widespread acceptance.

About FutureBridge

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