

# “The Branded Food revolution”



Weekly Learnings 37 / 2024

India is a large food production country. The average Indian household spends 40 pc of their disposable income on food, fruit, and beverage.

1. We produce 330 million tons of foodgrains, we lose a lot due to poor storage
2. We produce 112 million tons of fruits and 295 million tons of vegetables
3. The first level of food branding is putting a pack on the commodity, see attached pictures of almonds, pistachios, peanuts, and lobhia. Premiums here tend to focus on freshness and quality.
4. The next level is converting home made to branded, pictures of mixture, pakora, pickles. With more working women this is a big shift happening.
5. Converting popular street food to a branded pack is the third level and we see chana mix, banana chips, jhalmuri and paan mouth fresheners.
6. The processed foods Market has jams, spreads, rusk, tortilla wraps as examples.

Winners in foods tend to

1. Understand local tastes and flavors
2. Invest ahead of schedule
3. Make money in the supply chain
4. Keep freshness as a differentiator
5. Realise that the centre of the Indian plate will take time to change and
6. Invest in distribution - dry and frozen

I believe that we will see the mushrooming of local brands and a few national brands. Amul is the largest FMCG company and the biggest food company. I think ITC is the closest challenger to Amul in Foods over the next 20 years, they have everything in their range - atta, juices, milk, noodles, biscuits, cookies, chocolates, pulses, etc.

Foods will see significant innovation in the coming years. Taste will always be harmonizing, since there are 2 children in every household, food products that are sweeter and crispy tend to do well.

Enjoy, pictures of different food approaches attached.

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