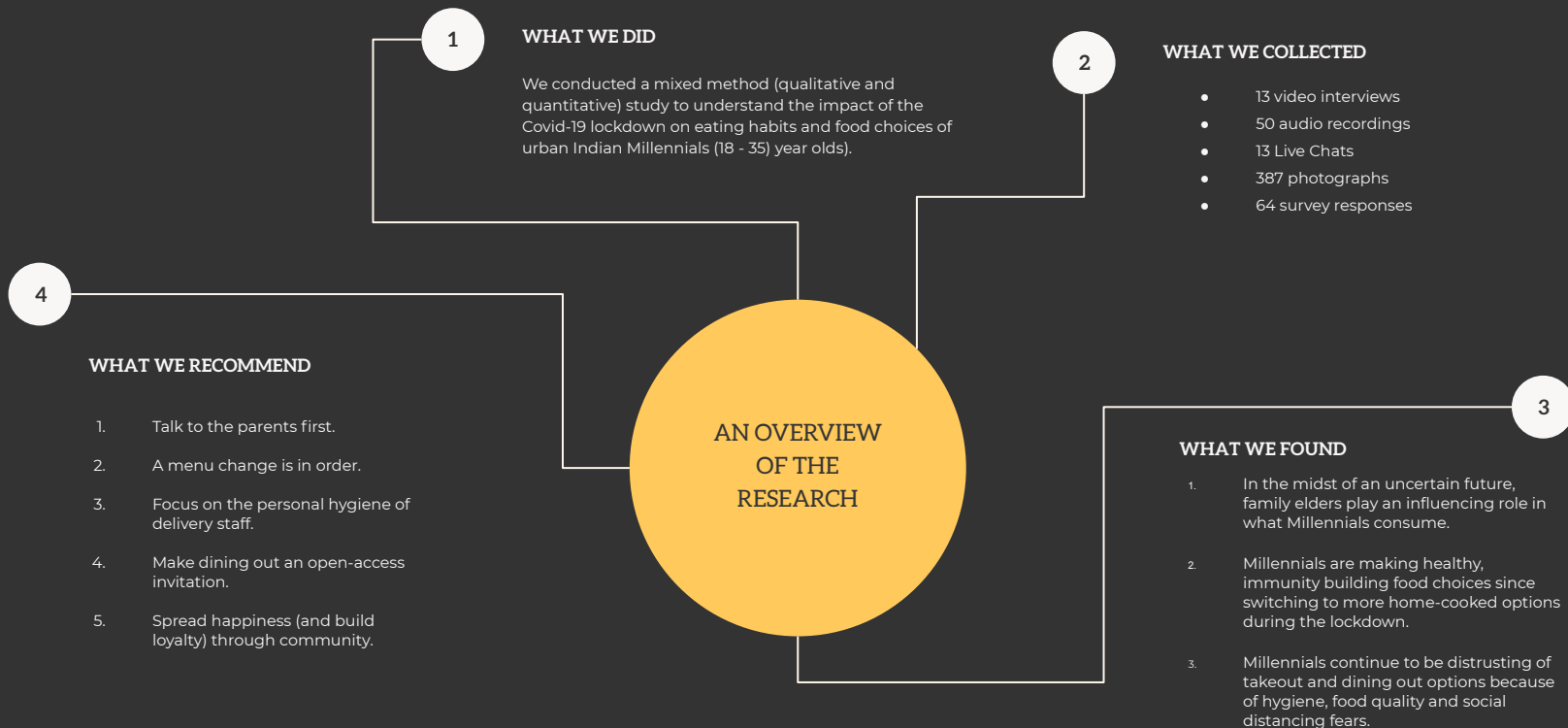


Our Hunt For Food

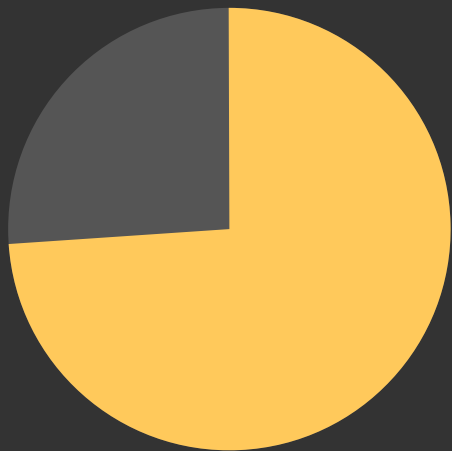
/ AUGUST 2020





INTRODUCTION

The Covid-19 lockdown in India began in March 2020. As of this report, it continues in some parts of the country. The early weeks of the lockdown severely restricted people's ability to stock up on perishable and non-perishable items. At the same time access to takeout food and dining out was virtually cut off - these verticals are a prime market for Millennials.



74%

of Millennials we surveyed struggled to find fresh fruits and vegetables in the first two weeks of the lockdown.

WHAT WE ASKED

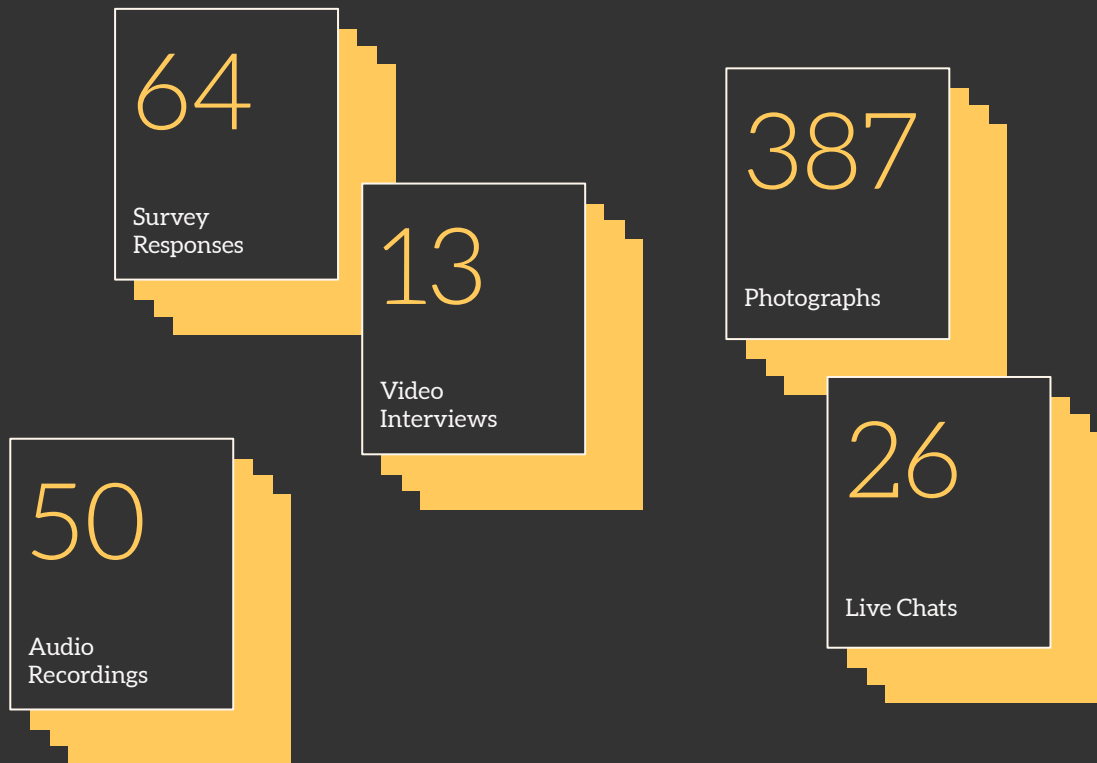
Given the uncertainty around food options available, and also concerns around keeping oneself “safe” during the lockdown, we asked:

- How did **access** to different foods shape what Millennials ate during two months of the lockdown?
- How have **food choices** of Millennials evolved since the lockdown began? What influenced these choices?
- How do Millennials define “**safety**” when it comes to food consumption? What will make them feel “safe” again?

WHAT WE COLLECTED

We selected 13 Millennials from a sample size of 64 study participants.

We followed them over 2 months (April - June 2020) to track changes in their food habits during the lockdown.



KEY INSIGHTS



FAMILY LEADS THE WAY.

In the midst of an uncertain future, family elders play an influencing role in Millennials' food choices.



MY HEALTH FIRST.

Millennials are making healthy, immunity building food choices since switching to more home-cooked options during the lockdown.



ONLY GHAR KA KHAANA (HOME FOOD), PLEASE.

Millennials continue to be distrusting of takeout and dining out options because of hygiene, food quality and social distancing fears.

THEME 1

FOOD CHOICES

How did **access** to different foods shape what Millennials ate during two months of the lockdown?

How have **food choices** of Millennials evolved since the lockdown began? What influenced these choices?



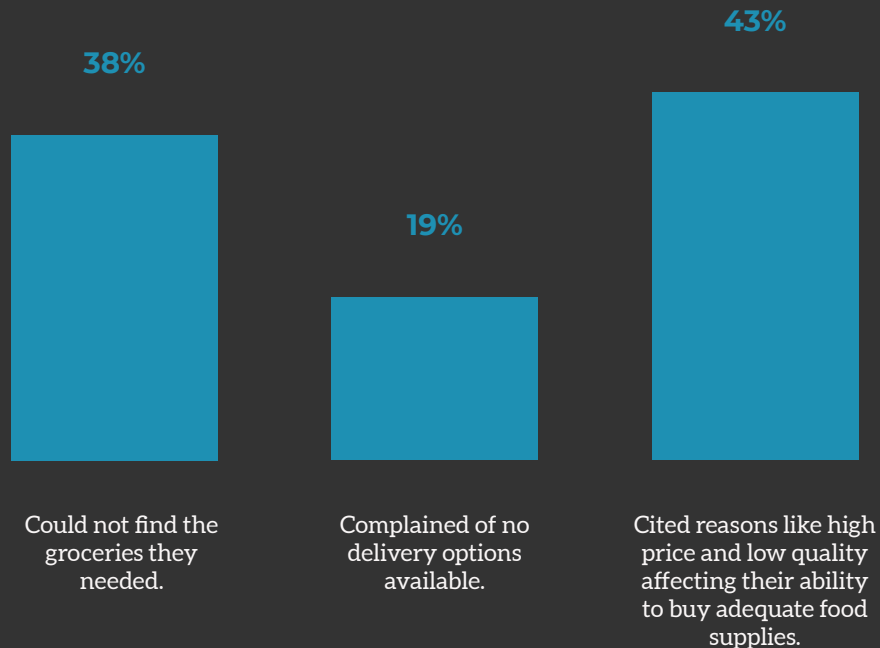
THEME 1 - FOOD CHOICES

/ groceries

Millennials struggled to find perishable and non-perishable food stuff in the first two weeks of the lockdown. 🙄

STATS BEAT

IN THE FIRST TWO WEEKS OF THE LOCKDOWN



THEME 1 - FOOD CHOICES

/ groceries: fruits and veggies

Millennials struggled to find perishable and non-perishable food stuff in the first two weeks of the lockdown. 🙄

CHAT BEAT



THEME 1 - FOOD CHOICES

/ groceries: fruits and veggies

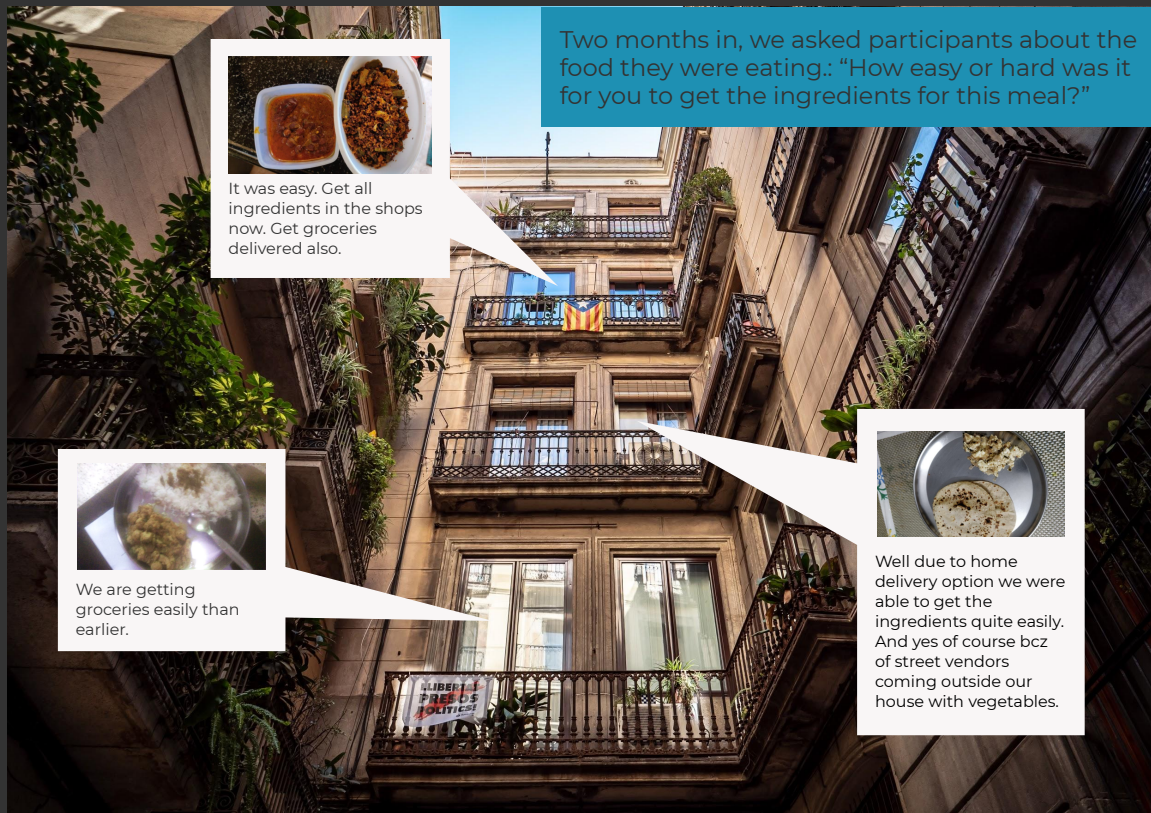
Access to fresh produce changed significantly two months into the lockdown.



2 MONTHS LATER

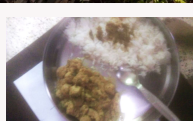


CHAT BEAT



It was easy. Get all ingredients in the shops now. Get groceries delivered also.

Two months in, we asked participants about the food they were eating.: "How easy or hard was it for you to get the ingredients for this meal?"



We are getting groceries easily than earlier.



Well due to home delivery option we were able to get the ingredients quite easily. And yes of course bcz of street vendors coming outside our house with vegetables.

THEME 1 - FOOD CHOICES

/ veg and non-veg

In spite of all participants identifying as non-vegetarian eaters, majority were eating vegetarian food in the first two weeks of the lockdown.

This was partly because of availability issues, and partly because of parents' concerns around potential meat contamination.

STATS BAT



TWO WEEKS INTO THE LOCKDOWN

69% of participants admitted to eating mostly vegetarian food.



TWO MONTHS INTO THE LOCKDOWN

Only 15% of participants continued eating mostly vegetarian food.

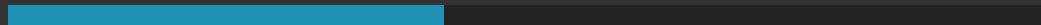
THEME 1 - FOOD CHOICES

/ veg and non-veg

Millennials happily welcomed access to non-vegetarian food as its availability increased.



AUDIO BEAT



Click here to hear participants talk about increase in their meat consumption.

Meat consumption has increased in comparison to last month because of easy availability of chicken and mutton.

RAGHAV (MALE, 24 YEARS)

THEME 1 - FOOD CHOICES

/ veg and non-veg

Better public information dispelling myths and rumours linking non-veg consumption to the coronavirus led to more Millennials returning to a non-veg diet.

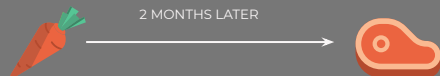


PHOTO BEAT

A week-based comparison showing Sharon (female, 25 years) eating more non-vegetarian food as the lockdown progressed.

TWO WEEKS INTO THE LOCKDOWN



KHICHDI AND CURD



VEGETABLE, RICE AND ROTI



EGG BHURJI (NON VEG)

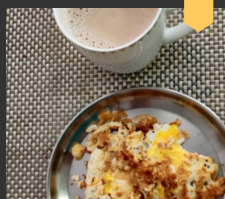


PAV BHAJI

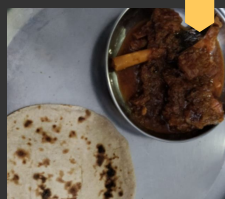


IDLI SAMBHAR

TWO MONTHS INTO THE LOCKDOWN



EGGS AND CHAI (NON VEG)



MUTTON AND ROTI (NON VEG)



MAGGI



CHICKEN LASAGNE (NON VEG)



EGG BHURJI AND ROTI (NON VEG)

THEME 1 - FOOD CHOICES

/ healthy food

Two months into the lockdown, more Millennials were talking about immunity building and health when it came to their food choices.

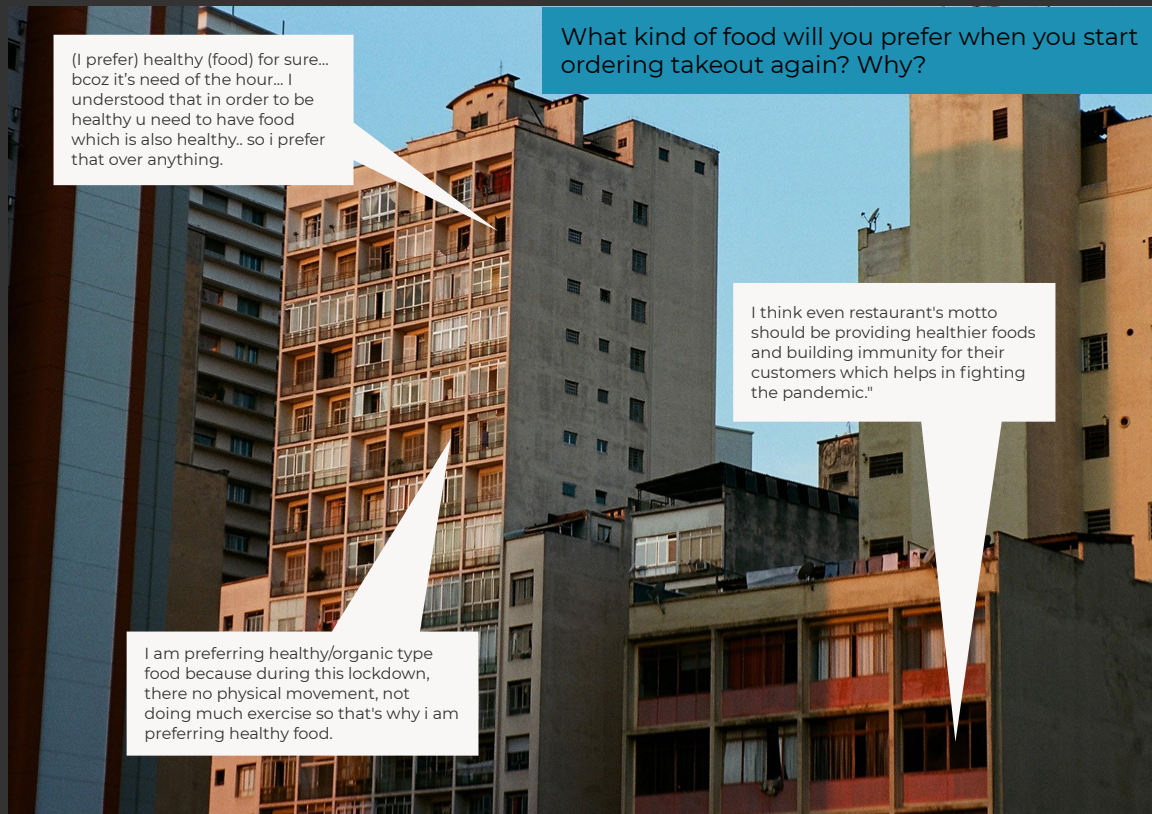
This was because of coronavirus fears but also the lack of physical movement than ever before. 🧑



2 MONTHS LATER



CHAT BEAT



(I prefer) healthy (food) for sure... bcoz it's need of the hour... I understood that in order to be healthy u need to have food which is also healthy.. so i prefer that over anything.

What kind of food will you prefer when you start ordering takeout again? Why?

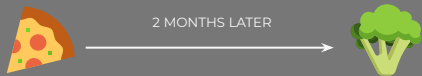
I think even restaurant's motto should be providing healthier foods and building immunity for their customers which helps in fighting the pandemic."

I am preferring healthy/organic type food because during this lockdown, there no physical movement, not doing much exercise so that's why i am preferring healthy food.

THEME 1 - FOOD CHOICES

/ healthy food

Overall, participants were making healthy choices when it came to their non-vegetarian diets as well.



STATS BEAT

We asked participants to describe their meals two weeks and two months into the lockdown.



TWO WEEKS INTO THE LOCKDOWN



TWO MONTHS INTO THE LOCKDOWN

THEME 1 - FOOD CHOICES

/ healthy food

This was especially true with Millennials who were living with their families.



2 MONTHS LATER



PHOTO BEAT

Renuka's (female, 26 years) five-day log of healthy, home cooked meals during the lockdown.

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
BREAKFAST				NO BREAKFAST	
LUNCH					
DINNER			NO DINNER		

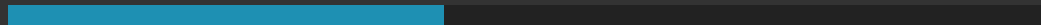
THEME 1 - FOOD CHOICES

/ healthy food

Two families even encouraged their children to eat more non-veg to boost their immunity. 💪



AUDIO BEAT



Click here to hear participants talk about the influence of family on their non-veg consumption.

They are neutral about it... actually my father recently said to have more non-veg... first time it happened... I think he read an article... building immunity... non-veg food... having eggs daily... he told to have more intake of non-veg.

AJAY (MALE, 28 YEARS).

THEME 2

FOOD SAFETY

How do Millennials define “**safety**” when it comes to food consumption?

What will make them feel “safe” again?



THEME 2 - FOOD SAFETY

/ home cooked

In the first two weeks of the lockdown, study participants were mostly consuming home-cooked meals because dining out and/or ordering- in service were not available.

However, even after lockdown restrictions eased, participants continued eating home-cooked meals.

STATS BEAT



10 out of 13 participants ate ONLY home cooked food in the first two weeks of the lockdown.



All 13 participants ate ONLY home cooked food two months into the lockdown.

THEME 2 - FOOD SAFETY

/ home cooked

A key reason for rejecting “outside food” was food safety concerns.

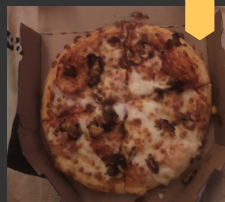
PHOTO BEAT

A week-based comparison showing Raghav (male, 24 years) reducing his takeout consumption as the lockdown progressed.

TWO WEEKS INTO THE LOCKDOWN



VEG PULAV



DOMINO'S PIZZA (TAKEOUT)



PANEER VEGETABLE



BHINDI AND ROTI



CHICKEN FRIED RICE (TAKEOUT)

TWO MONTHS INTO THE LOCKDOWN



SOYA VEGETABLE



EGGS AND BREAD



DAAL, VEGETABLE AND RICE



CHICKEN GRAVY AND ROTI



EGG MAGGI

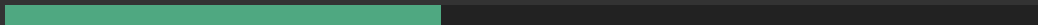
THEME 2 - FOOD SAFETY

/ food quality

Participants define safety as quality ingredients. They are fearful of getting sick from contamination of raw materials. It's what keeps them from ordering takeout even as lockdown restrictions have eased.

Part of this fear comes from their parents.

AUDIO BEAT



Click here to hear participants express concern over food quality at restaurants.

They (parents) are not very cool with the restaurants... They think they will serve old stale food... It will not be very good.

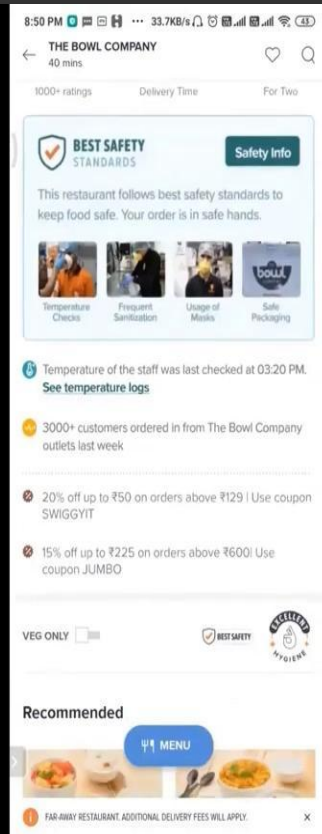
SHARON (FEMALE, 25 YEARS)

THEME 2 - FOOD SAFETY

/ hygiene (of others)

When it comes to takeout, the hygiene of the chef and the delivery person are pivotal factors shaping Millennials' decisions about where to order food from.

VIDEO BEAT

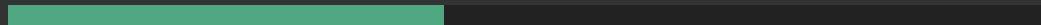


THEME 2 - FOOD SAFETY

/ hygiene (of others)

Participants were concerned that poor hygiene standards of others may put them at risk.

AUDIO BEAT



Click here to hear participants talk about hygiene at restaurants.

Wearing gloves while preparing the food... that is the most important thing... and the delivery guy... whether they are using gloves... other safety measures and all.

RAGHAV (MALE, 24 YEARS)

THEME 2 - FOOD SAFETY

/ hygiene (of self)

Another perspective on food safety revolved around personal hygiene - washing hands, wearing a mask, and sanitizing food stuff.

STATS BEAT



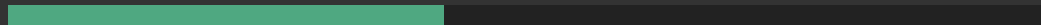
4 out of 13 participants washed and sanitize groceries or left them outside for a day before using them as ingredients.

THEME 2 - FOOD SAFETY

/ hygiene (of self)

Another perspective on food safety revolved around personal hygiene - washing hands, wearing a mask, and sanitizing food stuff.

AUDIO BEAT



Click here to hear participants talk about personal hygiene while ordering in.

I try to be safe by myself... If I'm gonna order food... I dispose off all packaging at first... wash my hands... transfer the food to a dish of my own... I reheat the food in the microwave for 30-40 seconds... After that I feel I've done as much as I can to make sure the food is safe.

ANANDITA (FEMALE, 26 YEARS)

THEME 2 - FOOD SAFETY

/ social distancing (dining out)

Millennials are not keen to dine out in the near future because of social distancing concerns.

STATS BEAT



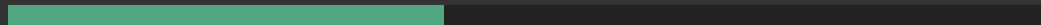
All 13 participants said they would not dine out any time soon due to the looming fear of crowds, and social distancing norms not being practiced.

THEME 2 - FOOD SAFETY

/ social distancing (dining out)

Millennials are not keen to dine out in the near future because of social distancing concerns.

AUDIO BEAT



Click here to hear participants express concern over dining out.

When we go out for dinner or lunch we have to meet people... It is about how they are managing the crowd in a restaurant... We are all concerned about the virus so much... scared of it... I will not prefer going out for food... It's not about eating outside, it's about coming in contact with people.

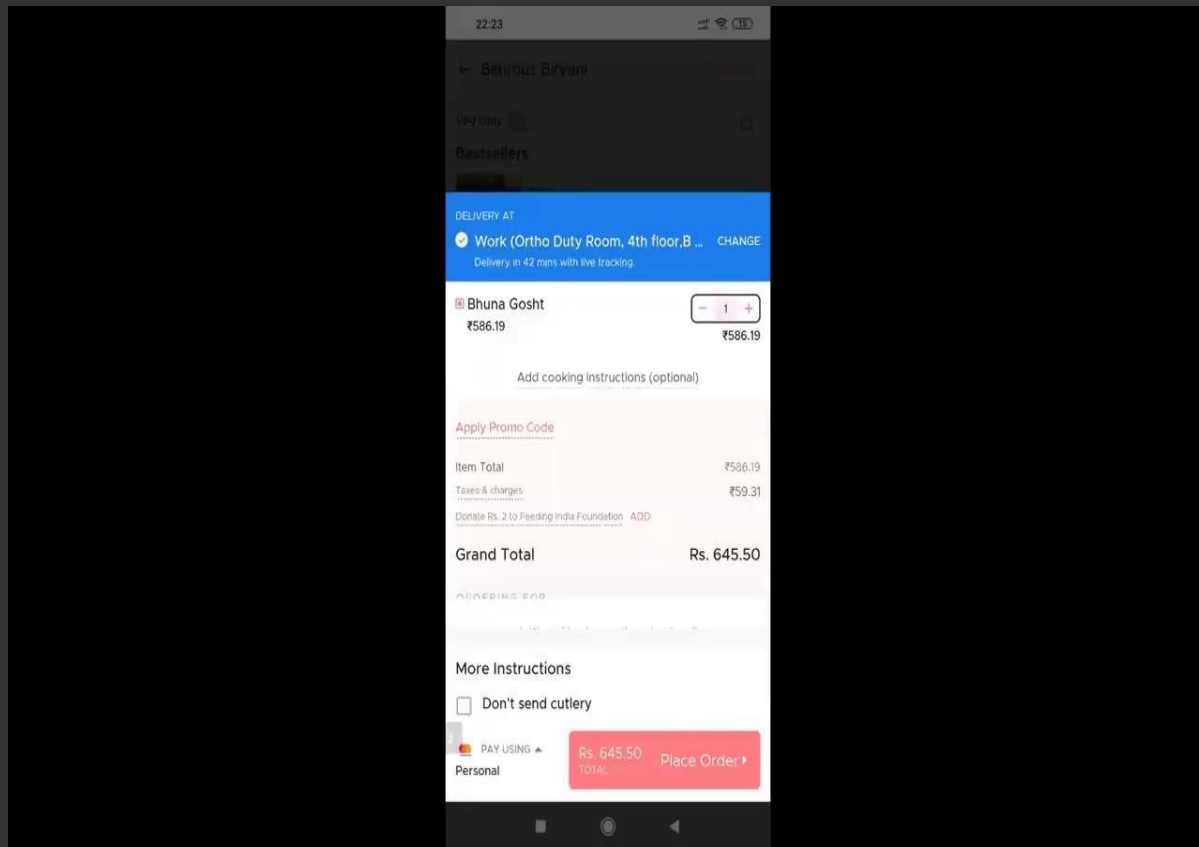
RAGHAV (MALE, 24 YEARS)

THEME 2 - FOOD SAFETY

/ social distancing (take-out)

When it came to takeout,
contactless delivery made
Millennials feel safer.

VIDEO BEAT



THEME 2 - FOOD SAFETY

/ social distancing (social life)

Millennials have a bleak outlook about their social life because of social distancing norms.

Fears around contracting coronavirus in public had curtailed their ability to maintain **social ties** over food and drinks.

STATS BEAT



9 out of 13 participants said they were not happy connecting virtually since they miss going out with their friends.



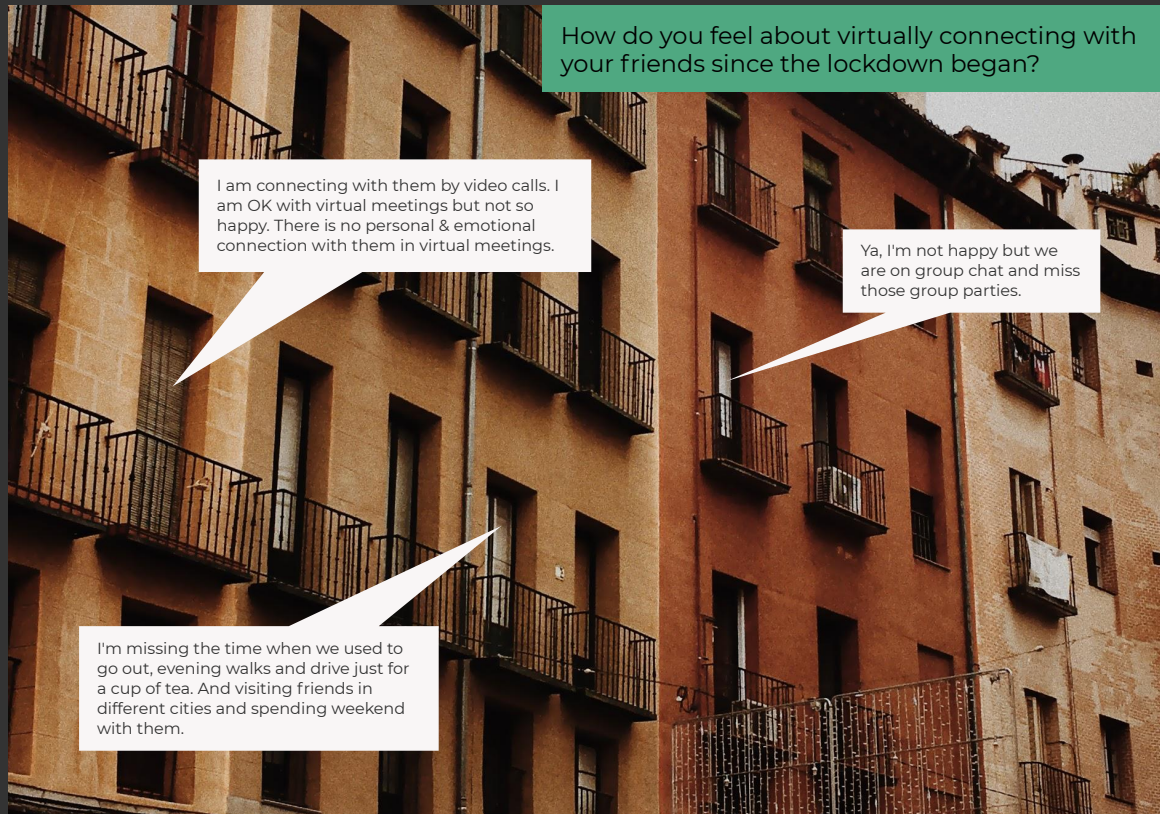
4 out of 6 participants reduced or stopped consuming alcohol as they were staying with their parents and couldn't see their friends anymore.

THEME 2 - FOOD SAFETY

/ social distancing (social life)

Millennials have a bleak outlook about their social life because of social distancing norms.

Fears around contracting coronavirus in public had curtailed their ability to maintain **social ties** over food and drinks.



KEY INSIGHTS



FAMILY LEADS THE WAY.

In the midst of an uncertain future, family elders play an influencing role in Millennials' food choices.



MY HEALTH FIRST.

Millennials are making healthy, immunity building food choices since switching to more home-cooked options during the lockdown.



ONLY GHAR KA KHAANA (HOME FOOD), PLEASE.

Millennials continue to be distrusting of takeout and dining out options because of hygiene, food quality and social distancing fears.

RECOMMENDATIONS FOR THE FOOD & DINING INDUSTRY



WHAT WE RECOMMEND

1/ Market to the parents first.



Parents are key influencers in the lives of urban Indian youth, especially when the latter live at home.

Branding and marketing initiatives to build public trust in all aspects of the food industry (groceries, food delivery, restaurants, etc.) should target parents as they are the gatekeepers to their (young adult) children's food habits and choices.

#parents #family #foodchoices #whattoeat



WHAT WE RECOMMEND

2/ A menu change is in order.

Millennials are eating healthier foods on account of moving home and/or relying less on takeout/dining out options.

Restaurants should offer food options that are healthier, immunity boosting, and fresh. This will address both food contamination concerns and immunity building desires of Millennials.

#immunity #iamstrong #healthy #freshfood

What advice would you give a take-out restaurant that wants to open in the next one week regarding their menu options?

They should focus on low in carbs food.

Where the menu is concern they should limit their menu according to the material they have and employees they have to work so that they can deliver good and fresh food not the stale and old food.

Nothing special but just... make healthy food.

WHAT WE RECOMMEND

3/ Focus on the **personal hygiene** of delivery staff.

Millennials expect dine-in restaurants to be proactively and *visibly* taking steps to build public trust around food safety.

Such restaurants should aggressively position themselves as proactive leaders in promoting food safety. Some ideas include having open concept cooking, cameras, outdoor seating and online tokens for dining in reservations.

#hygiene #socialdistancing



There is this option in Zomato... when you dine out... opt a table... I will advice the restaurant to... maybe come with an app or some facility... where I can come to your restaurant at some point of time... and you can give me a token or something... i should be in this timing... I should have this table... that would be a safe thing to do... you can avoid large crowds... even increase demand.

WHAT WE RECOMMEND

4/ Make dining out an open-access invitation.

Contactless delivery is a no brainer. Millennials also seek major assurances at the level of personal hygiene of food delivery staff.

Restaurants must pay close attention to building trust in how they get food from the restaurant to a customer's table. Some suggestions include body cameras and real-time hygiene-related updates.

#contactless #masks #zomato #swiggy #fooddelivery
#bettersafethansorry



They (restaurants) should have at least two (food) covers... one cover will be touched by the chef... the hotel management and delivery boy... When they deliver we could just remove the first cover and leave it.

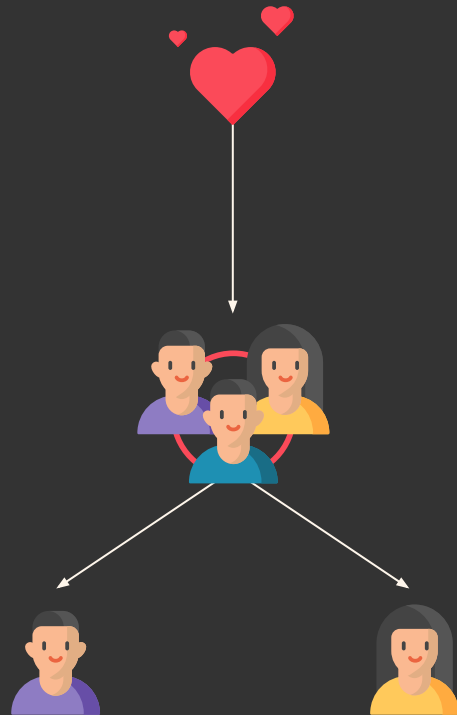
WHAT WE RECOMMEND

5/ Spread happiness (and build loyalty) **through community.**

Millennials' social lives are intimately tied to what they eat and drink. Social distancing norms have made Millennials' crave socializing even more.

Restaurants can introduce virtual happy hours to promote shared experiences around food, drinks and online games. Other suggestions are "invite a friend" meals and online group discounts.

#friendship #friends #socialdistancing #imissmybff



APPENDIX

- What millennials actually spend their money on
(YPulse 2018)
<https://www.ypulse.com/article/2018/04/09/what-millennials-actually-spend-their-money-on/>
- Everything you know about millennial spending is about to change
(Business Insider 2016)
<https://www.businessinsider.in/Everything-you-know-about-millennial-spending-is-about-to-change/articleshow/54629473.cms>
- How the changing food habits of millennials are impacting the restaurant business
(The Restaurant Times 2013)
<https://www.posist.com/restaurant-times/resources/millennials-changing-food-habits-and-impact-on-restaurant-business.html>

Our Hunt For Food

Understanding how the Covid-19 lockdown has affected food choices of urban Indian Millennials.

LEAD RESEARCHER

Taapsi Ramchandani

RESEARCHER

Tarushi Mohan

PHOTOGRAPHY

Mark Bennington
+
www.pexels.com

LEAD VISUAL DESIGNER

Shruthi Venkataraman

ICONOGRAPHY

www.flaticon.com