



Conclave Research

CASE STUDY

Decoding the Palate—Rising Food Trends & Consumer Preferences

Confidential Document for Internal and Prospective Client Use
Client- FMCG & Food Conglomerate
Q4- 2025 Project Execution Summary

Project Highlights

2500	INDIA	7 days	CAWI
Sample Size	Geography	Fieldwork Timing	Methodology

Client Overview

Food Conglomerate	B2C– Consumer	Food & Beverage	2025
Client	Target Sector	Industry	Year

1. Summary & Overview

A leading FMCG & food conglomerate partnered with Conclave Research to navigate the complex and rapidly diversifying Indian culinary landscape. As the market shifts from traditional consumption patterns toward a more globalized yet "locally rooted" palate, the client sought to identify high-growth segments, emerging flavor profiles, and the evolving definition of "wellness" among Indian consumers. This multi-city, integrated research program provided a strategic blueprint for product localized innovation, seasonal portfolio planning, and high-impact brand positioning.

2. The Challenge

The Indian food sector is characterized by intense regional diversity and a narrowing gap between urban and semi-urban consumption. The client faced several critical strategic hurdles:

- **The Tradition-Modernity Tension:** Consumers increasingly seek global culinary experiences (e.g., Korean, Mexican, Mediterranean) while simultaneously demanding "clean-label" traditional ingredients and authentic regional flavors.
- **Redefining Health:** A significant shift from "low-calorie" diets to "nutrient-dense" and "functional" foods (e.g., ancient grains, probiotics, and plant-based proteins).
- **Occasion Fluidity:** The rise of "snackification" where traditional mealtimes are being replaced by high-velocity, convenient, yet healthy micro-meals throughout the day.

3. Approach & Methodology

To capture the nuances of the Indian consumer, we deployed a well-planned and sophisticated investigative architecture that focused on Quantitative Rigor & Segment Modeling

- **Modeling:** We conducted a large-scale, multi-state quantitative survey utilizing our proprietary panel assets across Tier 1 and Tier 2 cities.
- **CAWI & Mobile-First Execution:** Leveraging the high smartphone penetration in India, we utilized Computer-Assisted Web Interviewing to reach a diverse demographic of spirit and food enthusiasts.
- **Proprietary Engagement Index:** Segmented respondents into "Culinary Explorers" (high-trial Gen Z/Millennials) and "Conscious Traditionalists" (health-focused households) to map varied adoption velocities.
- **Flavor-Equity Mapping:** Advanced statistical modeling isolated the impact of "Visual Appeal/Packaging" versus "Ingredient Transparency" in driving first-time purchases.

4. Results & Business Impact

The engagement provided a definitive evidence base to recalibrate the client's market presence, delivering the following outcomes:

- **Regionalized Innovation Roadmap:** Identified the "Mass-Premium" white space—introducing global formats (e.g., RTD beverages or instant noodles) infused with localized, hyper-regional spice profiles.
- **Clean-Label Pivot:** Facilitated the transition toward "Trans-Fat Free" and "No Added Sugar" variants, backed by evidence that Indian urban consumers now prioritize ingredient provenance over brand legacy alone.
- **Omnichannel Merchandising Strategy:** Developed targeted directives for E-commerce (Quick Commerce) versus modern trade, emphasizing "portion-controlled" packaging for urban single-person households.
- **Seasonal Momentum Planning:** Defined roles for traditional festive periods and the emerging "summer hydration" category, allowing for a year-round activation cycle that minimizes off-peak volume dips.