



QUANTUM PULSE

*Many Responses To Realities : Changing Perceptions
and Behaviours Around Food and Beverages*

Week of 11th May 2020

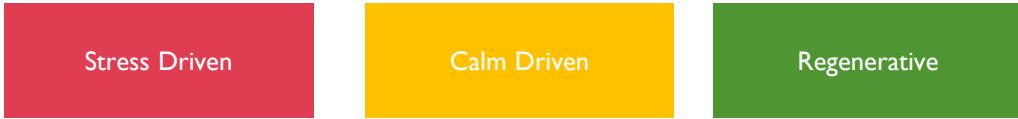


Methodology

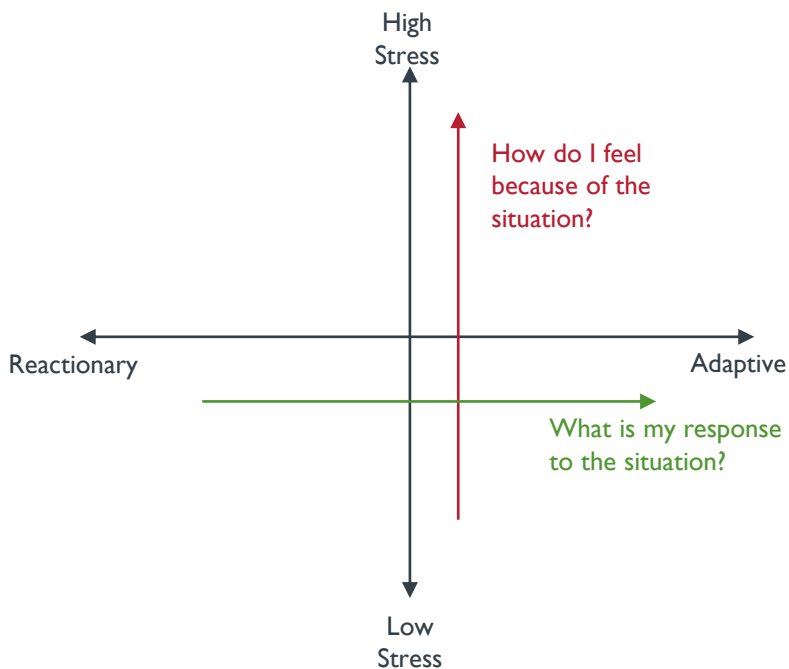
Digital Scanning was used to note behavior patterns at play in the period March 2020 to April 2020 .We collected data from popular hashtags on all social media platforms such as Twitter, Instagram, Tik Tok and others, analysed and arranged them into key themes as represented in this newsletter.

This is the 3rd Edition on “***Changing Perceptions and Behaviours Around Food and Beverages***”.

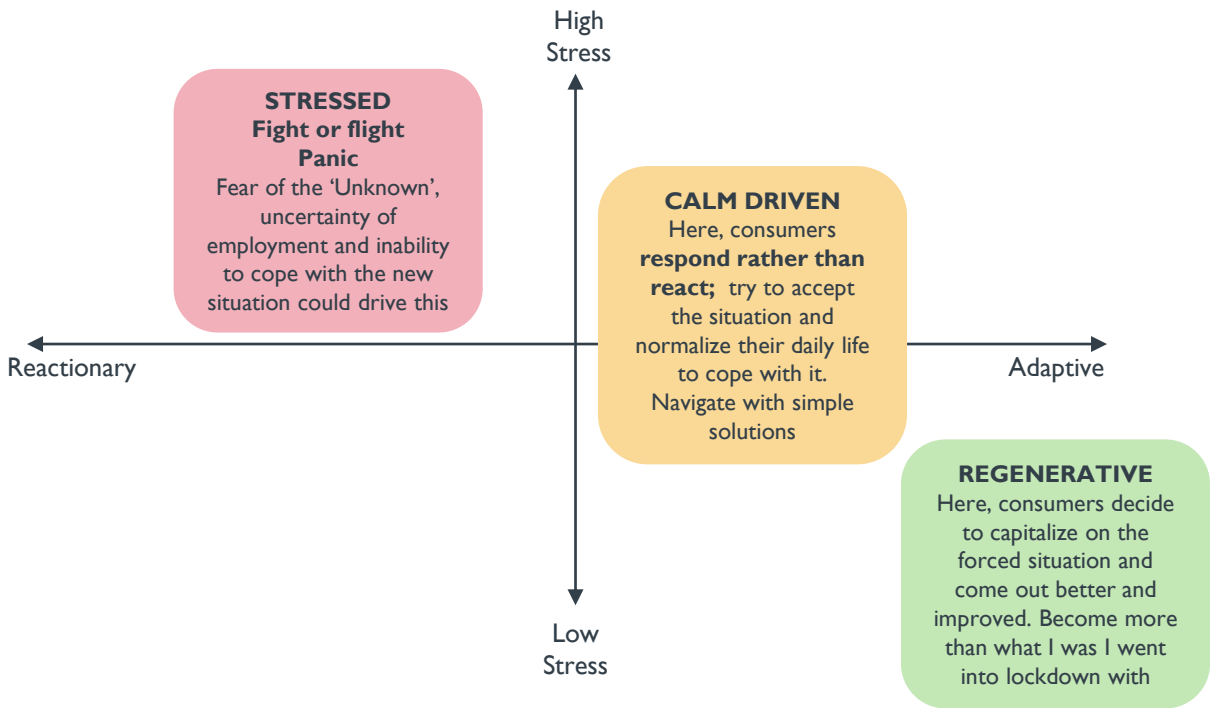
There appear to be three broad coping strategies in the context of the unprecedented pandemic situation



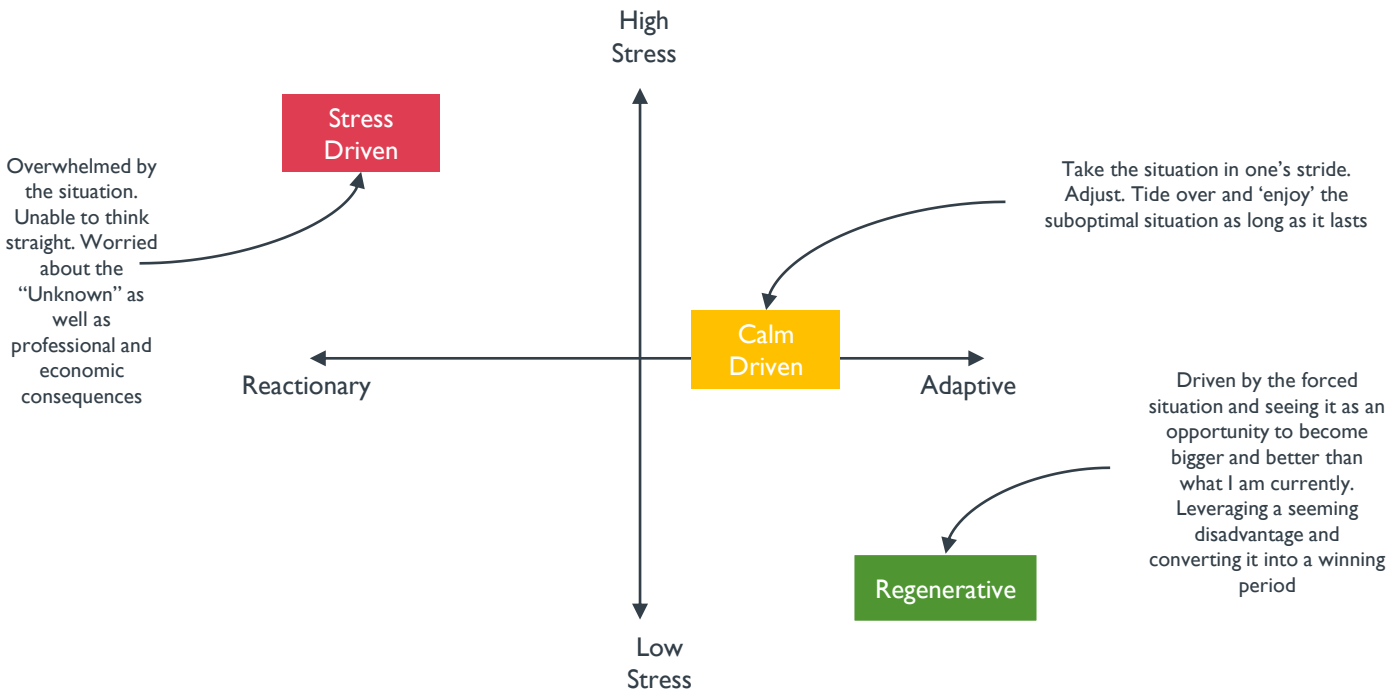
Introducing the Construct of coping behaviours during the pandemic



3 behavioural and coping strategy constructs



Plotting the Behavioural Mindsets





FOOD & BEVERAGE



Food & Beverages in Lockdown times

How has the relevance and meaning system of meal and snack times changed in these times?

Who is cooking and what are they cooking?

How are the recreating moments of indulgence and treat in these times?

What are their fears and anxieties around foods and how are they coping?

What can brands learn from current consumer behaviour and how can they leverage these in the post-lockdown era?



**THE STRESSED
ZONE**

Increasing paranoia around food and food sources

COVID-19 has increased scrutiny around food exponentially. The belief that the virus is ubiquitous and can enter one's space in the most surreptitious manner is worrying

Consumers are worried about the source and handling of daily staples like milk, eggs, bread, vegetables. They are not quite sure if sources can be trusted like earlier and what precautions to take. Many are rigorously washing vegetables, milk packets, fruits with more intensive rituals – washing immediately, washing for longer, washing with soda bicarbonate, washing hands around these activities

Many are now apprehensive of ordering in food especially after the “Dominos Delivery Man” incident. Many are worried about food they order in – there is anxiety about safety standards followed we can't take chances anymore

Packaged foods reassure more than unpackaged; the role of packaging in protecting the food inside could become an important parameter of evaluation going forward

Rustic Art @Rustic_Art

#Vegetable & #Fruit Wash

It is of utmost importance to properly clean all the vegetables and fruits to get rid of any pesticides, wax or any other unwanted stuff.

-


You can use -

- Baking Soda
- Citric Acid
- Or Salt / Rock Salt


-

#vegetablewash #sustainability #healthy #DIY

@ZomatoIN @swiggy_in this is imperio after the forum value mall!! The black T-shirt guy in first pic is a **swiggy** executive and there were Zomato too who were not wearing masks!! Cook was not wearing mask, none of the workers! Rated as high **safety** in apps!!




@swiggy_in Is this what u call it as Best **Safety** Standards? Ur delivery guy was wearing dirty cloths & face mask with a bleeding foot & he finally delivered a damaged package. Yes, I got refund but, I'm disappointed with ur service 😞 @BurgerKing poor packaging. @fssaiindia FYI



PK Chauhan @PKChauh48684559 · May 6

Pl wash vegetables properly..



Pretty wild how we used to eat cake after someone had just blown air from their mouth onto it

Cooking moving from elaborate to simplified

Now that the divide between weekday and weekend cooking is blurring and every meal is now a family meal, the homemaker is reaching her wits' end in terms of what to cook everyday and keep family engaged and happy with daily meals

Also, with lockdown and limited access to kitchen ingredients, she focusses on keeping the meals simple and tasty – she is less focused on keeping each person happy and feeling special and is more concerned about creating meals that will go down well with the entire family

She mixes things up, creating something new or special every now and then to keep lockdown monotony and boredom at bay

She is now going back to old ways of cooking and feeding the family; revisiting mothers' and grandmothers' recipes and creating a sense of community around each meal

The focus is on eating fresh, eating well and eating healthy. The indulgence part of food is no longer central though there is a craving for such food amid the lockdown monotony.



The “5 senses” of cooking amplified at home

For the first time in many consumers’ lifetimes, the entire family is able to experience the sights and sounds of cooking the daily meal in one’s kitchen

The sights of cut vegetables, foods in various stages of cooking and the outcome is now visible to all and is quite educative, eye catching and inviting

The sounds of the cooker, the chopping and slicing, the mixing and grinding – gives a sense of familiarity and comfort. Cues that our family’s kitchen is still running, and food is being made daily

The aromas of cooking go ‘live’ – the family can smell the foods being prepared; many are drawn to the kitchen to enquire “what’s cooking?”

There is increased appreciation for every hot meal served in these trying times. Both the heart and mind applaud this.

These are moments of pride and reward for the homemaker. A silver lining for all the hours spent in the kitchen cooking many meals for the family

The offer of many family members to help or learn the various tasks associated with cooking is also rewarding – makes her believe that there will be newfound respect for the hours she spends in the kitchen catering to the family’s needs



Food helping redefine the homemaker's diffused identity and self image

In many homes, there has been a conscious polarization of home food and outside food. Home food is what we eat to live – staple, simple, mundane, predictable, “daily”. Whereas outside food is what we live to eat – delicious, special, indulgent, treaty.

In the past, the homemaker's identity has been tied to the former even though she tries her best to upskill and show her creative cooking skills

The lockdown period has given her a pathway to demonstrate how she can rule the kitchen with her delicious and wide-ranging wares

Consumers are making snacks and chaats that the family loves and is missing in these times.

Many are making traditional snacks and sweetmeats using old recipes and creating moments of indulgence and nostalgia

Many feel vindicated that the ‘out-of-home benchmark’ has lowered and they have managed to set new standards of treating the family to their special recipes

Rise in number of food posts overall across all social media platforms



Consumers are missing sheer indulgence foods!

Social media has also seen a surge of people posting what they miss and long for : butter chicken, chole bature, samosa, gold burgers, rich pastries.

Many are missing exotic fruits such as mangoes and other popular seasonal fruits which are now difficult to access

Consumers are not clear about when they will be able to indulge their taste buds with these favorites. There is a fear that things may never return to the old normal and so, they may never be able to recreate these experiences like the old times. Not even at home.

Currently, the consumer is miserable thinking about and missing the days of uninhibited and unabashed indulgence. Did one even imagine that these would go away and that too, for 'such a long time'?

It would be interesting to watch how indulgence moments are recreated in life post-lockdown and Covid. An opportunity for food and beverage brands to tap into this vacuum in consumers' lives in their marketing efforts



Non-availability of alcohol is triggering extreme behavior

The lockdown has been hard on people who are alcohol dependant. Consumers seen to be adopting extreme measures to get any kind of alcohol 'high' – many of which are proving fatal.

Increase in domestic violence linked to this. Linked to overall loss of income, there is a huge rise in depressive and extreme behaviour.

The behaviour observed when the liquor shops opened for sale validates the kind of extreme withdrawal symptoms that must be experienced by these consumers

From Aftershave to Paint varnish: Alcoholics take desperate measures to get their daily dose

Business Standard

Home > Pti Stories

Two die after consuming alcohol-based chemicals due to unavailability of liquor

By Press Trust of India | Ghaziabad | Last Updated at May 05 2020 01:08 IST

On the rocks: Ever since the lockdown, reports of deaths and suicides related to alcohol withdrawal have been rising

Three men die in Tamil Nadu after consuming hand sanitizer following non-availability of alcohol

By Gladwin Emmanuel, Mumbai Mirror | Updated: Apr 6, 2020, 14:28 IST

A- A+

Alcohol throwing physical distancing to the wind

The country looked on in amazement as good intentions of social distancing were sacrificed at the threshold of liquor stores across the country.

The infamous 52K bill also points to a willingness on the part of consumers to spend on alcohol, regardless of probable pay cuts. Even with the explanation of 8 people contributing to a single bill, the bottom line remains that people are not shying away from large expenditures or safety measures.

Liquor bills from Bengaluru worth Rs 52k and Rs 95k go viral. Internet is stunned



Lockdown 3.0: Long queues outside liquor stores lead to revenue boost for states

Coronavirus: Searches for online liquor delivery surge 900 pc after partial lifting of lockdown

The pent-up demand for liquor is hitting the roof amid the coronavirus lockdown, with Indians hunting for ways to get alcohol home delivered. Here's what search trends indicate.

Additionally, searches for keywords 'liquor home delivery', 'liquor home delivery near me', 'liquor shops', and 'wine shops near me' spiked by 700 percent, 600 percent, 450 percent, and 406 percent respectively, SEMrush reveals in a study.

Maharashtra begins e-token system for liquor sale; mulls home delivery of alcohol

In addition to e-token system, the Maharashtra government is also exploring the option of permitting home delivery of liquor as an option to ease overcrowding and ensure social distancing.

A stylized illustration of a woman with long, flowing reddish-brown hair, wearing a white tank top and blue shorts, sitting in a meditative pose on a reddish-brown mat. She has her eyes closed and a serene expression. The background features soft, rounded green hills and a bright yellow sun in the upper right corner. The overall style is minimalist and calming.

CALM DRIVEN ZONE

Greater acceptance for convenience food

The number of snacking and meal moments at home has increased manifold.

WFH couples are increasingly finding themselves dependent on quick fix foods and quick bite snacks to manage the family's demands alongside their professional commitments

Not everyone is enjoying cooking meals 2-3 times a day and several consumers are making quick meals with instant noodles, bread, cheese, vegetables etc.

Many moments of bored snacking are made better with biscuits, chocolates, savory snacks, beverages, ice creams

Mums are more open to frozen snacks (like frozen fries and smileys) to indulge kids in a quick and non-time intensive manner

They are focusing less on the 'health quotient' of some of these foods and appreciating the convenience they offer.

Variety is also a pressing need with consumers now buying and stocking a variety of snacks, flavors, variants

Lockdown: Consumers' focus shifts to packaged, high-value food items

4 min read . Updated: 03 May 2020, 04:20 PM IST



"In the second stage, people are buying products which can be cooked at home like pasta, noodles etc. Sales of frozen non-veg and home snacking and processed food have gone up to a large extent, such as French fries, baked items and ready-to-cook meals," he said. - Kamaldeep Singh, Future Group Food and FMCG President

New ingredients finding a place in the pantry and being stocked up

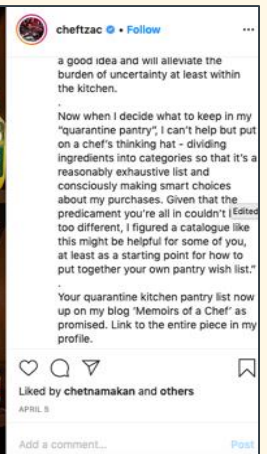
Increase in demand for butter, cheese, rice, pasta and pizza sauces; condiments and spices used in international cuisines

Consumers are experimenting at home with limited resources and gadgets but rising to the occasion. Every experiment that pays off is like one more challenge won against the lockdown situation and the virus

They are enjoying the bonding and collective sense that an activity like baking brings to the table – everyone wants to participate in this experiment and there is a treat at the end of all the effort

Many restaurants and chefs sharing their 'trade secrets' with consumers in these trying times. The gap between the consumer's and the experts appears to be reducing.

This phase may change consumers' purchase and pantry stocking behavior forever as they gain expertise in many different types of cuisines and foods. The divide between home food and restaurant food could be reduced.



Baking Ingredients Witness a Surge in Demand: COVID-19 Lockdown Results in Consumers Developing New Hobbies

But they are also making the best use of their limited kitchen stock & ingredients in creating indulgent and even exotic foods!

Consumers are not letting lockdown restrictions come in the way of 'kitchen creativity'

Many are turning whatever is stocked at home and in the fridge into tasty and memorable menus

Many feeling mighty pleased that they have re-created some family favorites at home without much of an effort

Many working on making sure the food they cook and serve looks good and photogenic

Many trying to capture the process on camera to create a larger sense of community learning

Many rediscovering the joy of indulgent home food – without any need to order from the outside. This psychological victory really eggs more and more consumers to heighten their experimentation streak



Recipe searches on Google spike as sweet shops stay shut during lockdown

Searches for 'Chicken momo recipe' rose 4,350 per cent and for 'Mango icecream' 3,250 per cent in April compared to a month earlier.

‘Keep Calm and Build Immunity’ – the new Way Forward!

This seems like a significant and permanent change in the way we view what we eat. Today, consumers look to understand the core immunity building strength behind each food they consume

Increase in consumption of fruits, all kinds of vegetables and lentils, fats and super foods; rise in consumption of turmeric milk, kaadas containing traditional herbs and ingredients

Consumers are increasingly realizing that immunity is the only real protection against Covid especially as the world looks to return to ‘business as usual’ in a sure but gradual way

Consumers now more conscious about weight, obesity, hypertension, blood sugar and other ‘co-morbidities’ that are increasingly mentioned in the press as increasing the risk of Covid deaths

There is likely to emerge a new view and behavior around healthy eating and supplementation. Immunity is going to become more central to consumers’ existence and not be linked just to kids or seasonality.



Tea remains a pit-stop in the consumer's day

Teatime continues to hold its own as a signal of a break in the day. It accompanies a moment of self reflection and an immersion in the positivity that life has to offer despite the lockdown. The familiarity of tea helps with this perception.

Posts on tea moments reinforce that the daily routine continues, we have simple coping mechanisms that help us get through each day. The normalcy associated with a hot cup of tea is reassuring and confidence building.

The role of tea in creating social bonding and 'adda' feel is being recreated virtually.

Brands that can leverage the calming effects of tea would find traction and relevance with consumers.

Brands that are well entrenched and part of habit now get recognized as providing strength and motivation in these testing times.

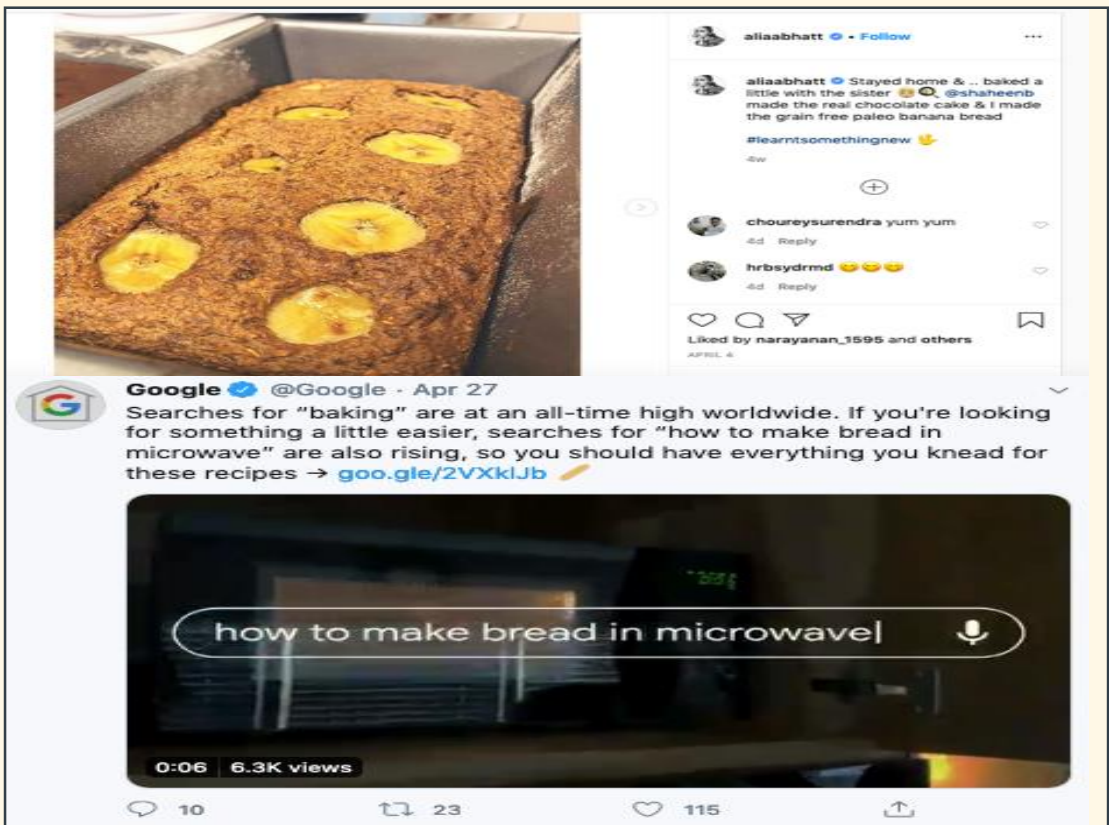


Home baking has now become a worldwide trend

Consumer craving for desserts and baked products has increased during the lockdown as these can no longer be accessed easily. Consumers have started baking at home – even birthday cakes!

Consumers who have baking gadgets are utilizing these to the fullest. Others are finding easy alternatives such as non-oven and microwave options

Demand for baking implements at a all time high. Baking also has a cool quotient and so, is update-worthy



Why are so many of you baking bread during the coronavirus lockdown? COMMENTS

Cooking and baking are known to have [comforting, anti-stress effects](#). Bread, especially sourdough, demands patience, knowledge and a fair amount of skill. But when we do manage to produce a decent loaf with just [flour, water and salt, like our ancestors](#), it becomes a thing of pride.



REGENERATIVE ZONE

Cooking democratized!

Everyone is cooking these days - men, women, kids. This has become a common passion and hobby for the entire family rather than the responsibility of the woman or the house help

Men cooking for their family has started a new conversation around bending gender roles and sharing the load.

The affluent consumers who would normally not cook themselves are now rediscovering the therapeutic and bonding value of cooking. They are recommitting themselves to this chore.

Celebrities putting up pictures of themselves cooking all kinds of food indicates how the lockdown has affected everyone alike. There is a sense of universality in cooking that the lockdown has brought to the fore



Increase in home cooking resulting in healthier diet

There is renewed romance around home cooking which is tastier, fresher and healthier than any out of home option

Consumers are reevaluating both health and value of out of home meals in their new reality

They also rediscovering local cuisines and tastes which they may have replaced with contemporary foods and international cuisines over time

Many feel that despite all the restrictions imposed by the lockdown, they haven't gained that much weight nor are they feeling dull or lethargic. This is attributed to the fresh, safe meals they are now consuming

The fact that one is now inclined to responsible cooking with zero waste adds to one's sense of purpose and greater good

Freezing: You can freeze shelled peas, sweet corn, capsicum or bell peppers, deseeded and cut into chunks. Spinach can be boiled, pureed and frozen in icecube moulds. Everything must be zip locked first and then frozen. Slice bananas and freeze them. Put them in the mixer with yogurt or milk, some granola or breakfast cereal and your healthy breakfast smoothie is ready.



Recycle, reuse, follow a zero-waste drill: Take stock of your pantry in the time of #lockdown

By - TNN | Srishri Dasgupta

Created: Mar 29, 2020, 00:25 IST

The team at Pumpkin Tales, Chennai | Photo Credit: special arrangement

"We also make pizza crusts, that are 50% cooked, and give it with sauce and cheese, so people can make pizzas at home. Also burgers, shakshuka, and pasta sauces." They now have a lockdown menu, offering practical, larger portions for families: tubs of soup, fried rice that does well in the fridge and whole roast chickens.

Since people are comfort eating now, she is also baking more cake. "We have carrot cake, triple chocolate and brownies. We used to sell cinnamon buns and scones once a week, now we bake them everyday."

She adds, "We also brought back our Christmas cranberry sourdough – I think people need some kind of a treat now. Some cheer to get us all through this."

2. A new return to home cooking: 'Momade' is the new normal ever since the lockdown got underway. 'Momino's' is better than Domino's! While it may have started somewhat hesitantly and reluctantly, home cooking is back in favour. Yes, it may have been a no-option situation but the fear of the virus is going to make sure that in most homes (including yuppies, even singles), a home sandwich would be preferred over a Subway for a while at least. And

Have You Become A Humble Eater During COVID-19 Lockdown?

Home cooking back in life due to coronavirus scare



My best investments in this **lockdown**:

- Spending some real good time with my kid
- Zoom laughing with college friends
- **Home cooked food**
- Sleep



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Home :-)

lettherebefood Missing this simple yet soulful home cooked meal made by my MOM 🥰
No fancy plates, no fancy presentation but beats all the dishes on my feed because it feels home 🏠
Rassa valu aalu nu shak, puri & aamba nu ras 🍛
Gujju style 🍌
(Potato curry, puri & mango juice)

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Add a comment... Post

Some Possible Trends for the Future? Points to Ponder!

Will there be a move towards vegetarianism?

A move towards veganism?

A move towards ethically sourced foods?

A move towards locally sourced, seasonal foods?

A move towards traditional superfoods?

A move towards fresh foods like fresh turmeric, ginger, pepper, coriander rather than powders and pastes?

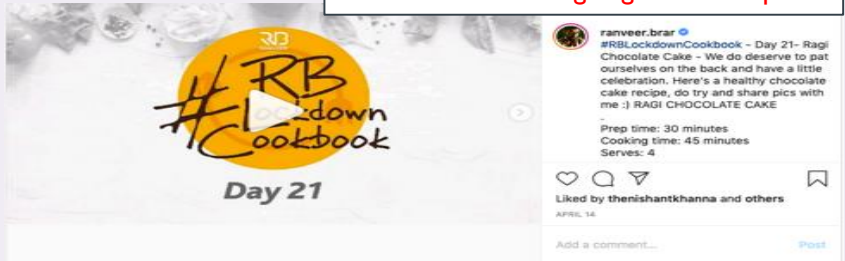
A move towards traditional cuisines and meals?


A move towards home gardens and home-grown fruits and vegetables?

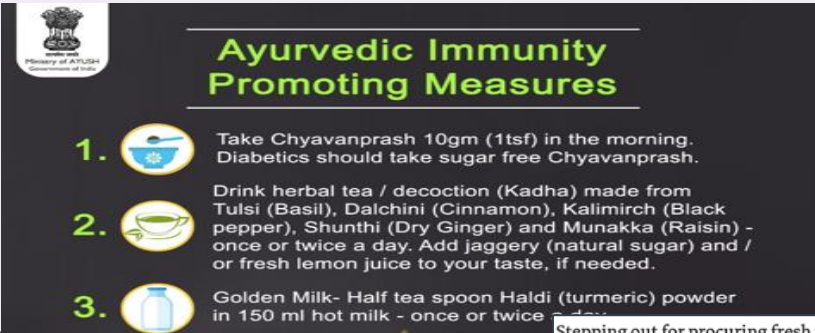
A dip in out of home meals or a redefinition of these?

Let's wait and watch as life unfolds in the post – lockdown era

Chefs recommending Ragi based recipes







AYUSH ministry's guidelines on consuming Ayurvedic products

Stepping out for procuring fresh vegetables and fruits is a leap of faith these days. COVID-19 is invisible to the naked eye and you never know when and where it's going to strike. But we need vegetables. So, grow your own, says Usha Gajapathi Raju, a passionate kitchen gardener. It helps one spend time productively, it is a safe occupation that doesn't expose you to the virus outdoors, and most importantly, you get healthy, fresh and nutritious vegetables right there at home.

Born in the Times of Covid: Dalgona Coffee!

A preparation that the lockdown can truly call its own - Dalgona coffee aka Quarantine Coffee.

It is simple to prepare with basic, bare minimum ingredients. It is labour intensive, thereby providing consumers with something useful to do for a substantial amount of time. The result is a work of beauty which provides an intrinsic satisfaction and pride.

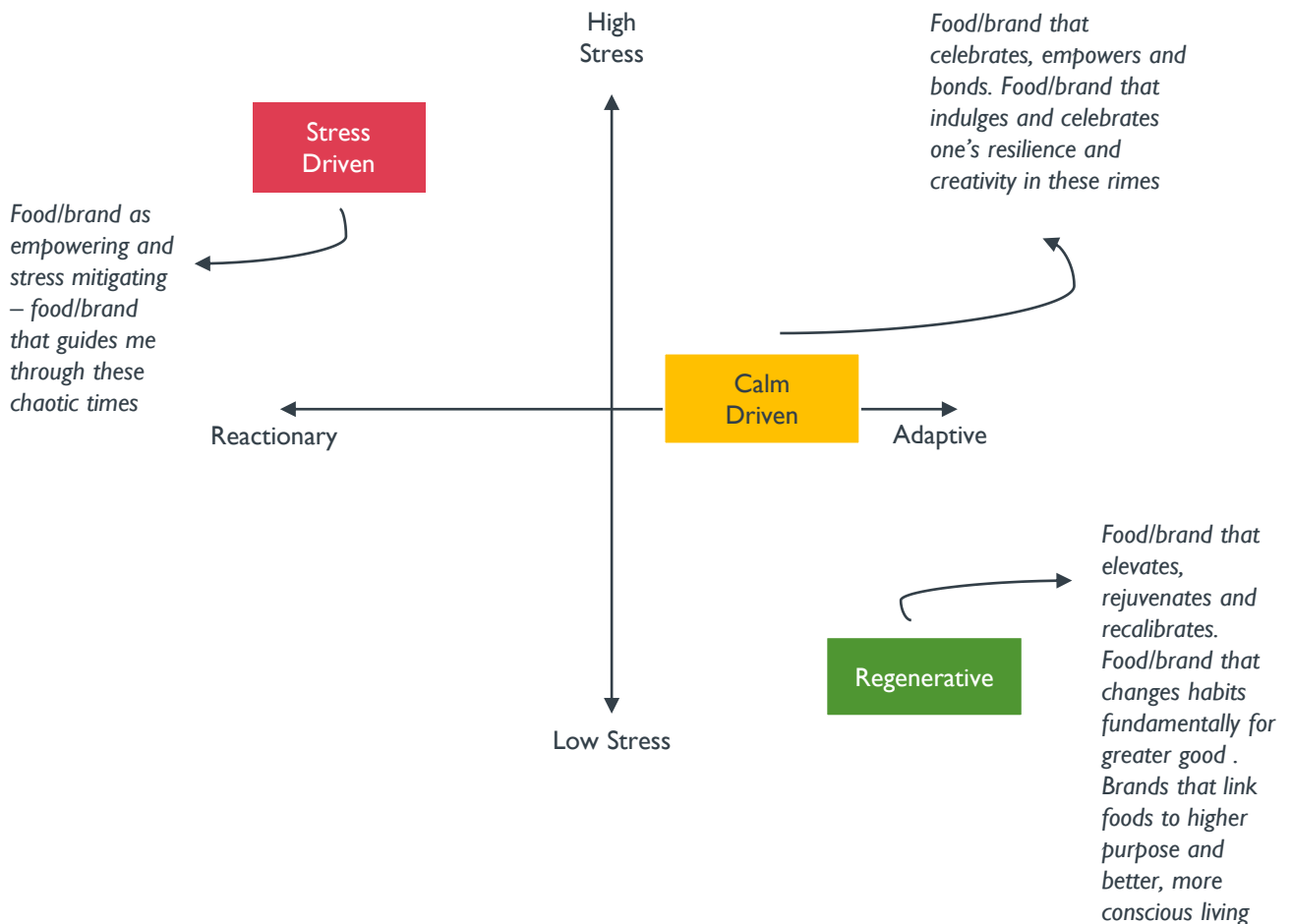
However, it is to be noted, that for most consumers, it appears that the Dalgona coffee has not become a daily feature in their routine or diet, despite the trend going viral.

According to Google Trends, “Dalgona coffee” has become the most searched type of coffee worldwide, overtaking previous highest peaks for all other kinds of coffee.

Searches worldwide surged by 1,800% in mid-March and grew a further 1,700% in mid-April.



Thus, brands can impact all three human psyches w.r.t. food & beverage

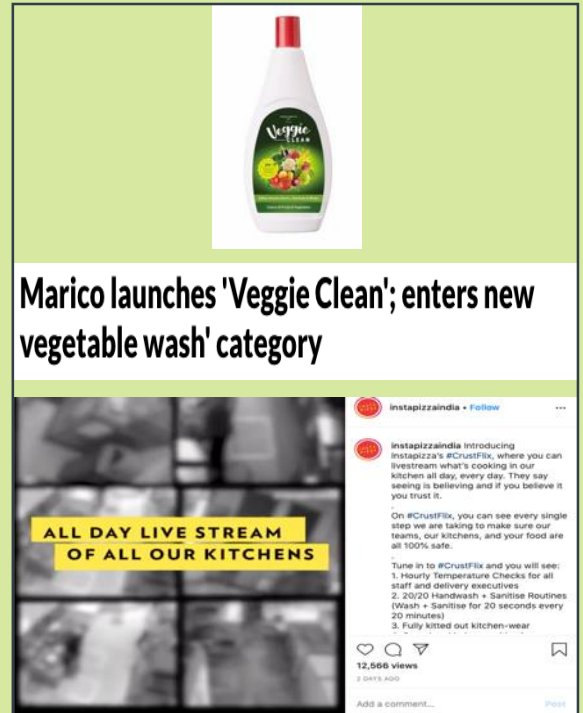


Introduction of innovative and novel products/campaigns

Brands like Marico have responded to the growing consumer need around food safety by introducing products that assure consumers of safe food consumption.

Some brands like insta pizza India have even given consumers a live stream of their kitchens to assure them of their hygiene

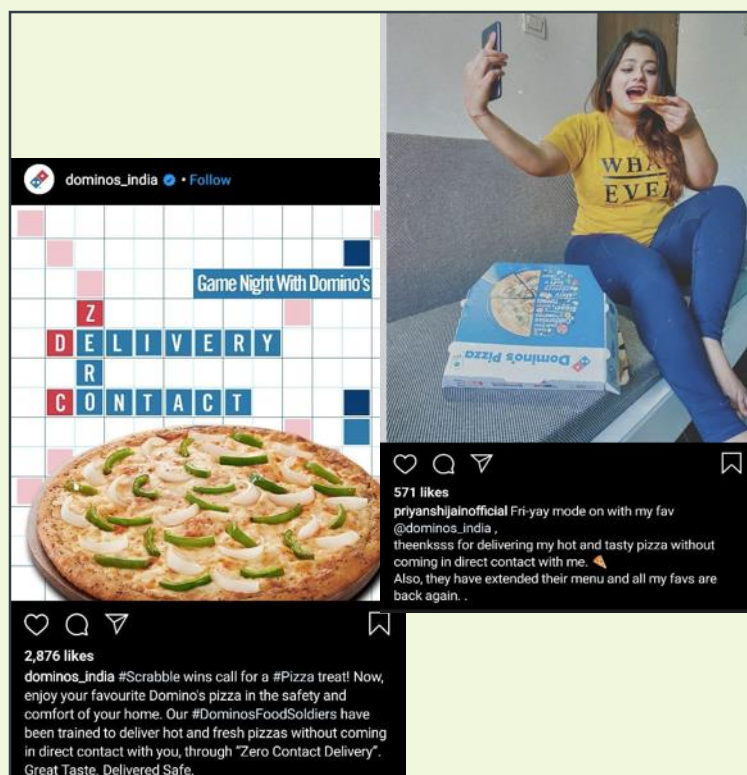
Safety of food products is going to be a critical need going forward. Especially raw foods which need to be safe and germs/virus free at the time of purchase. Any innovation or communication on sourcing, packaging, supply chain, freshness, 'hands-free' etc is going to be relevant to consumers



Innovations in supply chain to meet the new norms of social distancing

E-commerce and food delivery brands have been quick to adapt to the new normal.

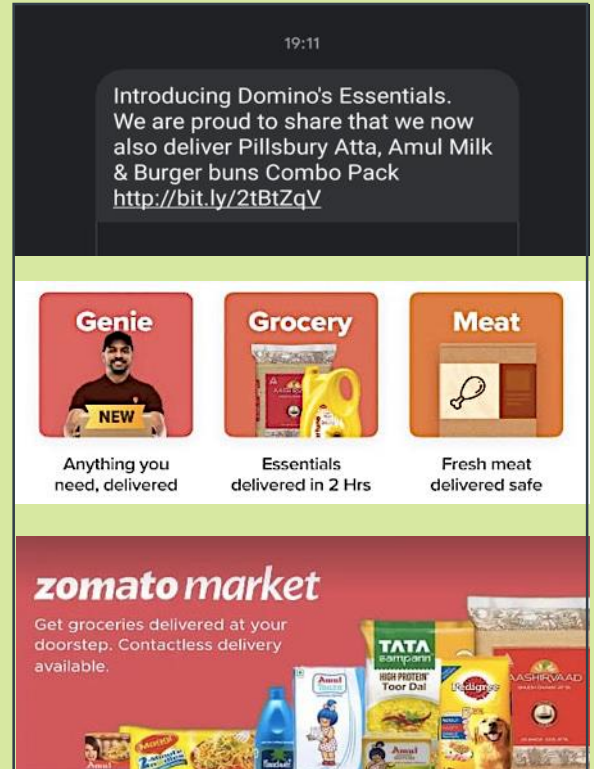
Brands like Dominos, Swiggy have introduced contactless delivery, making sure that social distancing is followed in the process



Brand diversification taking into account the current need of the hour

Brands such as Dominos joined the essentials bandwagon after prominent food delivery apps such as Swiggy and Zomato started offering daily essentials and access to nearby supermarkets

This served to keep such brands relevant during the lockdown since from a utility perspective their relevance had reduced greatly



Brand communications focused on Hygiene and Sanitation

Brands are beginning to focus food safety, hygiene and sanitation in their communications.

This is important as consumers become increasingly paranoid about various ways of transmission of disease



Brand communication focusing on the positives of lockdown and other brand initiatives (1/2)



Cerelac, an infant nutrition brand through one of its recent ads highlighted how children continue to grow despite being locked inside their homes

Speaking to *Inc42's* founder and CEO Vaibhav Agarwal, Tulsian said that recently five-star hotel chain Oberoi ventured into home delivery. "If something like this is happening, the writing is very clear on the wall," Tulsian added in an 'Ask Me Anything' session with *Inc42*.

Novotel Chennai Chamiers Road



Chef Kalaiselvan, executive chef, Novotel Chennai Chamiers Road, got together with his team to curate an affordable *iftar* pack that is value for money, despite the fact that it is coming from a luxury hotel. The box, designed for three adults, includes Hyderabad mutton *dum biryani*, chicken *tikka*, *dal makhani*, *rumali roti*, saffron rice *kheer* and is priced at ₹699, all inclusive. "Chefs have been staying in the hotel since the lockdown and workstations are sanitised thrice a day," says chef Kalaiselvan, adding that the chefs now wear masks and gloves.

The bunny is hopping up straight to your doorstep, as humble setups and leading hotels uphold the Easter spirit by reworking their menus to simpler, comforting takeaways

**5-star hotels go the Zomato-Swiggy way!
Launch home delivery, takeaway services**

Brands bridging the gap between necessity and luxury

Brand communication focusing on the positives of lockdown and other brand initiatives (2/2)

Brands are expanding the role of the consumer from a mere purchaser of their products to an active collaborator.

Nestlé launches new Maggi recipes to beat lockdown blues

1 min read . Updated: 20 Apr 2020, 03:35 PM IST
Saumya Tewari

- Nestle will provide a platform to several home chefs and make nearly 700 popular recipes available on its website
- The recipes on the Maggi website have been curated to add variety and diversity to everyday meals



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Tawa
Parantha**

The only OTP you should share during Quarantine.

Axis Bank will never ask you for your bank details.
Stay safe. Bank safe.

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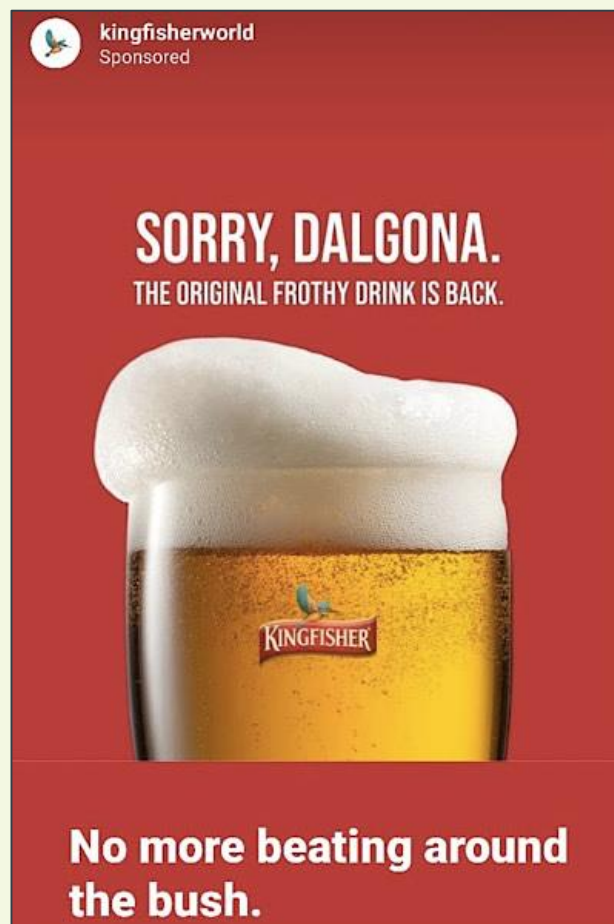
Brands are finding relevance by tapping into the consumer's sentiment

Brands regaining control over their category

A lot of brands with goods and services belonging to the non-essentials have been out of sight during lockdown

In many categories, competition to brands has been noticed not only from direct competitors but new entrants from other categories as well

Brands are now trying to own their space back into the consumers' mind and life





DESIGNING FOR THE 'NEW NORMAL'

Quantum's approach guides you to
design Marketing Strategy for a
'During & Post-COVID19' World

Earlier Editions Check List:

Issue 1: “Role of Women”

Issue 2: “Time”

Issue 3: “Food & Beverage”

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THANK YOU
