



Choose Goodness:

**A Comprehensive Analysis
of Health-Conscious
Grocery Choices in
Bangalore and Hyderabad.**

Executive Summary

In a world grappling with health challenges, where dietary habits are intricately linked to prevalent health issues, Simpli Namdhari's stands as a beacon of health-conscious grocery choices. This report delves into the extensive study conducted across Bangalore and Hyderabad, covering 3.5 lac customers, to unravel shopping behaviors and preferences towards embracing a healthy lifestyle. With India facing alarming statistics in health concerns, the need for conscientious dietary choices becomes imperative.



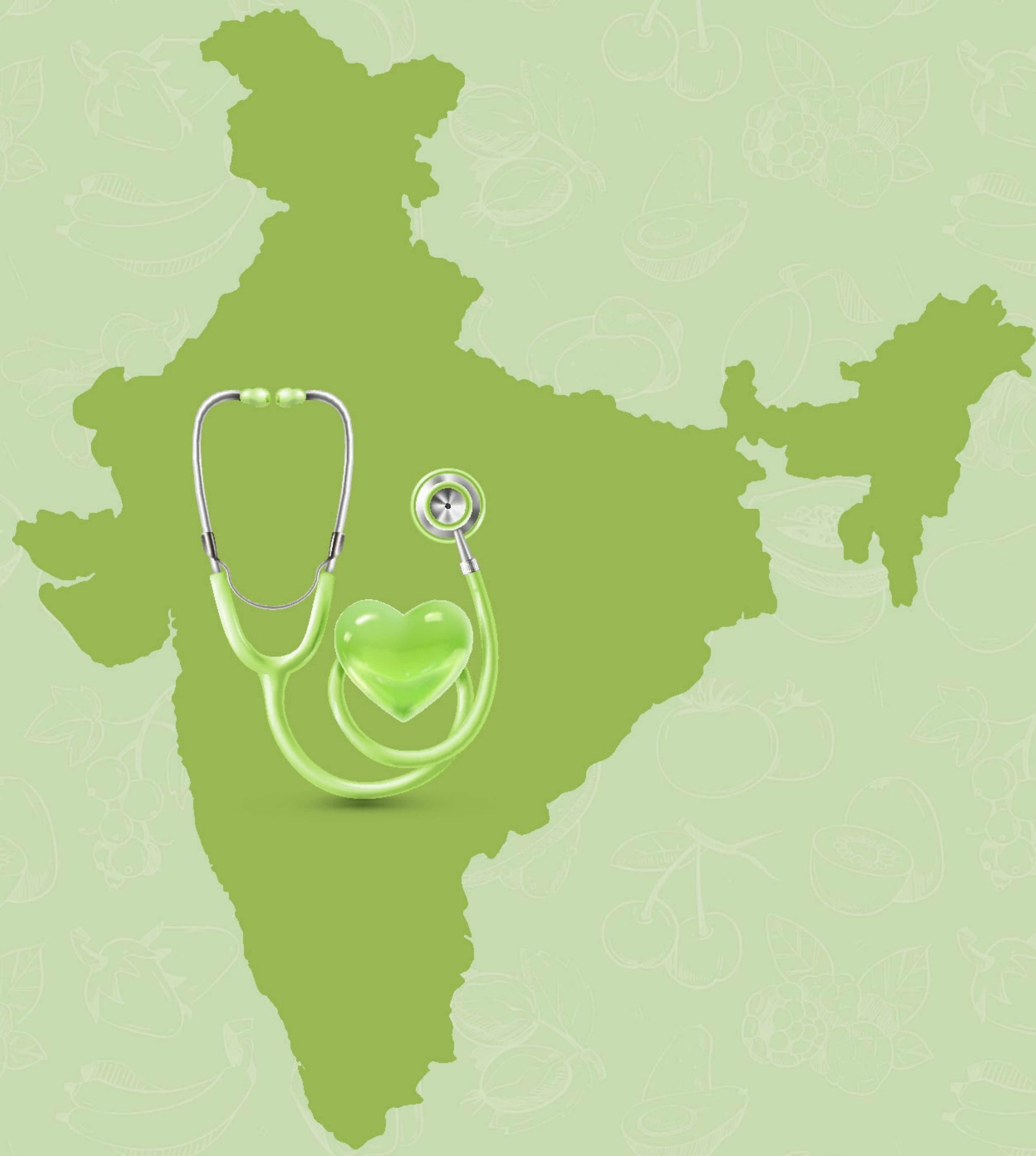
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Introduction



The Health Landscape in India

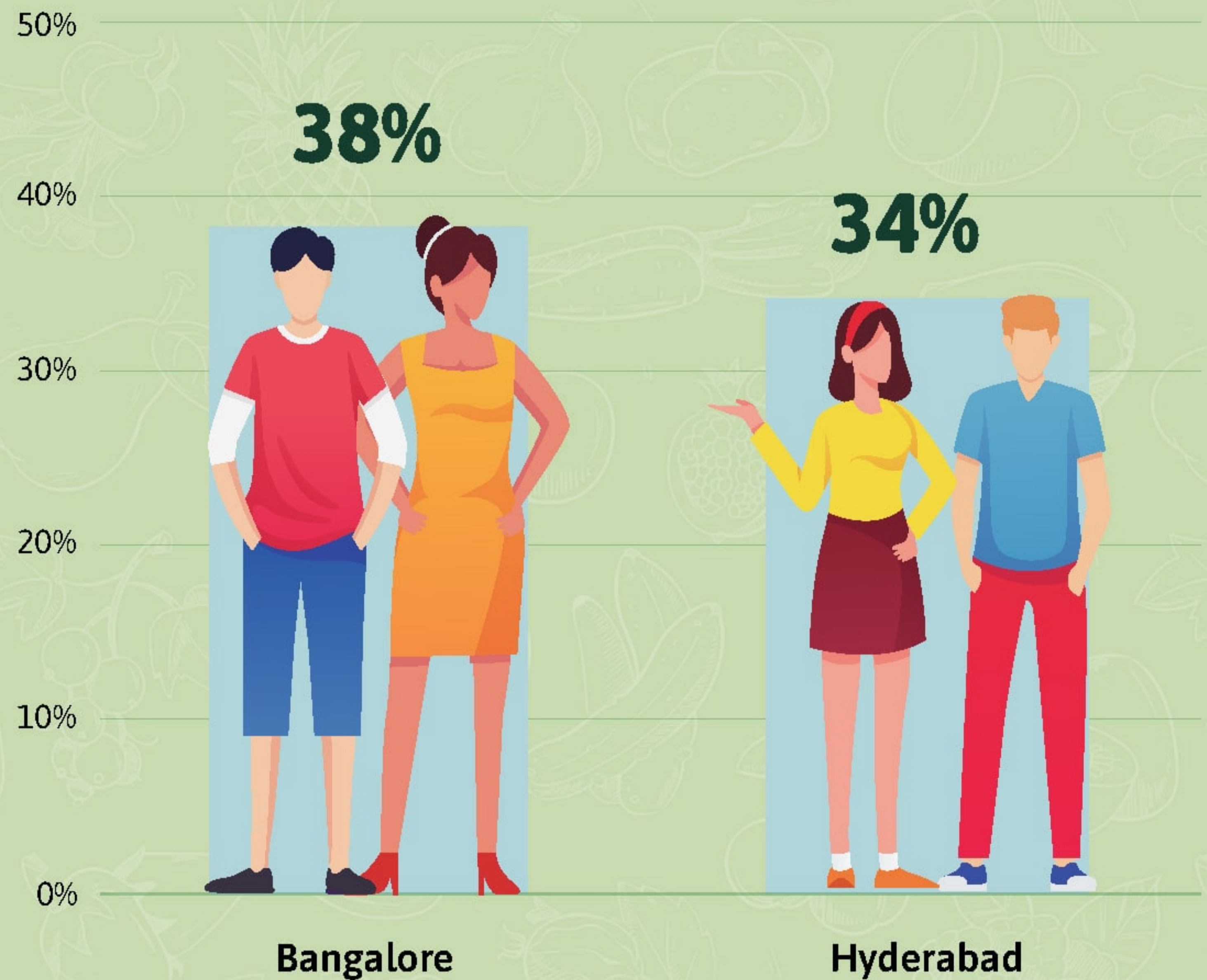
India, known as the 'Diabetes Capital of the World,' harbours close to 80 million people with diabetes, a number set to surge to 135 million by 2045. Alarming rates of heart attacks are being witnessed in the recent years- India records a cardiovascular disease death rate of 272 per 100,000, compared with the global average of 235 per 100,000. Over 75% of population was seen to have poor or fair dietary habits (National institute of health study). All these accentuate the need for a paradigm shift towards healthier living.



Health & lifestyle preferences

In our recent survey exploring the health-conscious attitudes of consumers in Bangalore and Hyderabad, a significant 38% of respondents in Bangalore expressed a genuine concern about their health and were willing to pay a premium for healthier food choices. Meanwhile, Hyderabad closely followed suit, with 34% of participants affirming their commitment to investing in premium, health-conscious options.

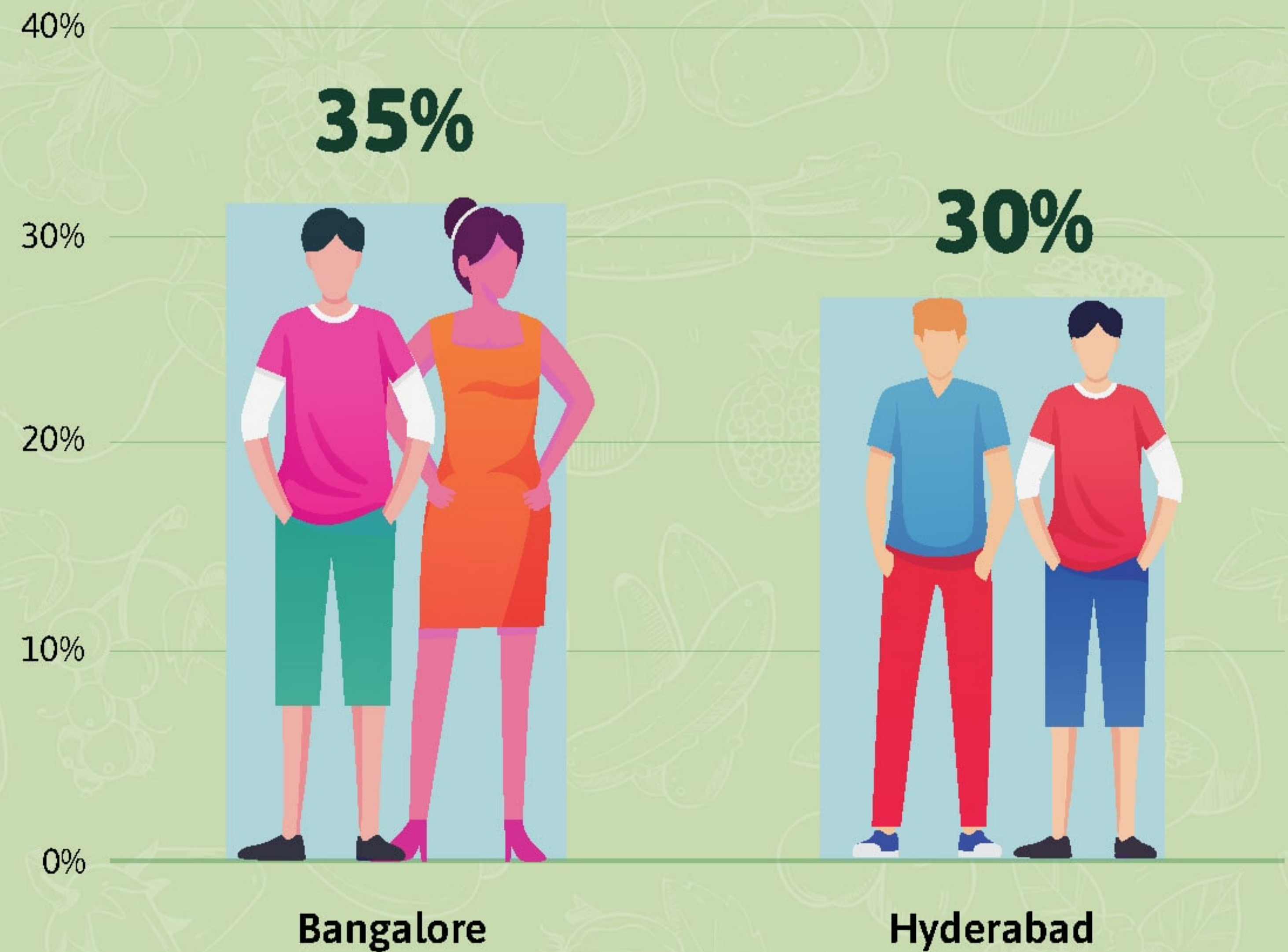
Concerned about health and willing to pay a premium for healthy foods



Health & lifestyle preferences

Furthermore, when it came to the perception of exotic foods as healthier alternatives, we found that 35% of respondents in Bangalore perceived these options positively and 30% of those in Hyderabad shared a similar sentiment. These findings suggest that a substantial portion of consumers in both cities recognizes the potential health benefits associated with exotic foods, underscoring the evolving preferences and priorities in the realm of healthy food choices.

Perceive exotic foods as healthier alternatives



The Imperative to Choose Goodness

In response to this health crisis, Simpli Namdhari's embarked on a mission to understand, guide, and empower its customers in choosing goodness. The "Choose Goodness" campaign aligns with the essence of the brand, encouraging conscious and nutritious choices in everyday life.



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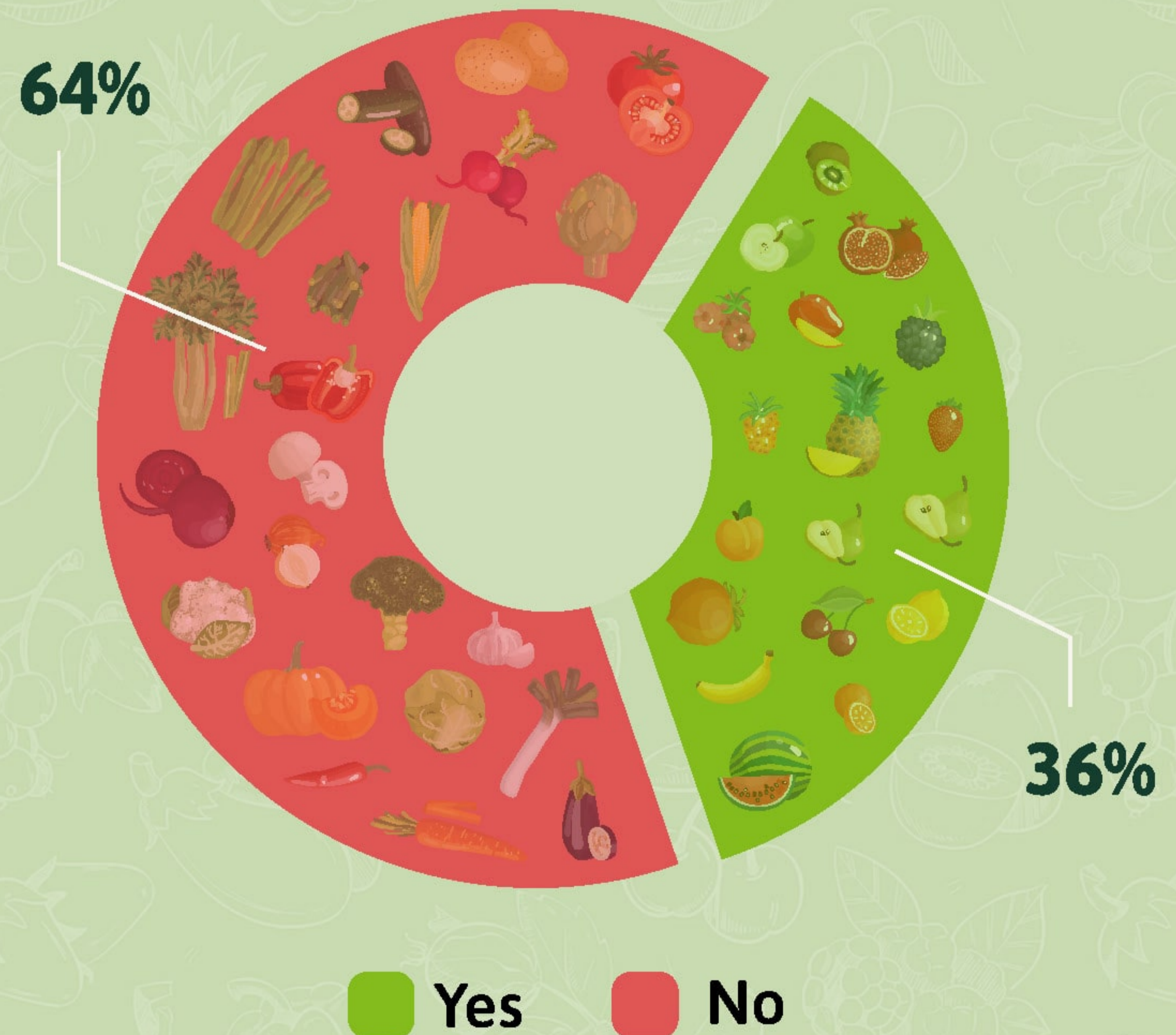
Key Findings



Exotic Fruits and Vegetables: Bridging the Nutritional Gap

In Bangalore, a remarkable 37% of consumers lead the trend in opting for exotic fruits and vegetables (such as blueberry, Hass Avocado, Broccoli, celery, zucchini etc), surpassing Hyderabad's 27%. Despite this, a concerning revelation unfolds as 64% of shoppers in both cities remain oblivious to the expansive array of exotic options and their associated nutritional advantages. This disparity underscores the need for increased consumer education on the diverse benefits of exotic produce enabling consumers to make more informed, health-conscious choices and potentially fostering a broader acceptance of exotic offerings in the market.

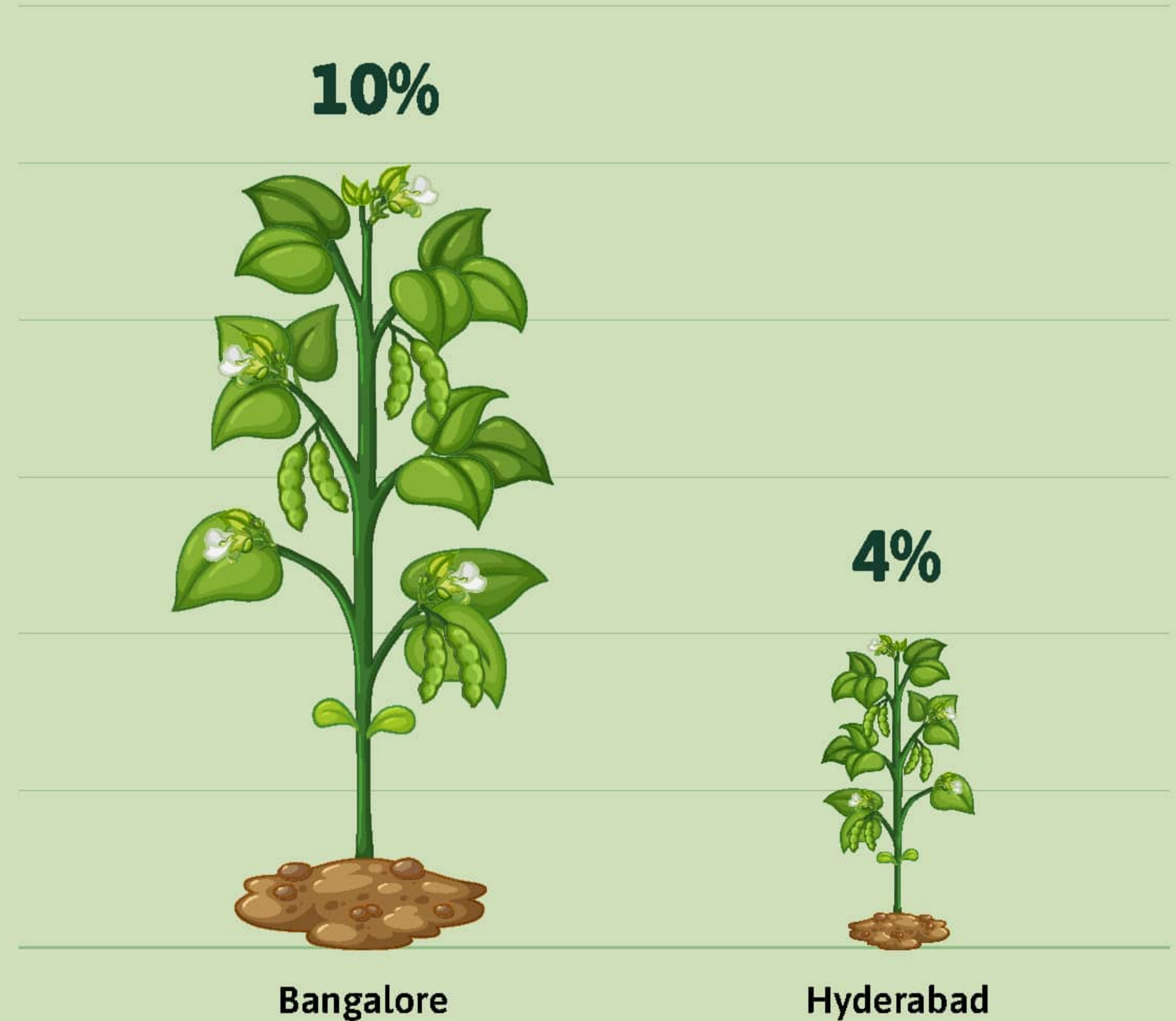
Consume exotic fruits & vegetables



Plant-Based Products: Nurturing a Growing Trend

The findings suggest a promising trend in consumer behaviour, revealing a gradual rise in the preference for plant-based products, particularly notable with a 10% adoption rate in Bangalore and 4% in Hyderabad. This signifies a growing awareness and inclination towards plant-based living, aligning with the global trend of veganism. As plant-based options become increasingly available and appealing, consumers may find themselves more inclined to incorporate these products into their lifestyles, reflecting a positive shift in dietary preferences.

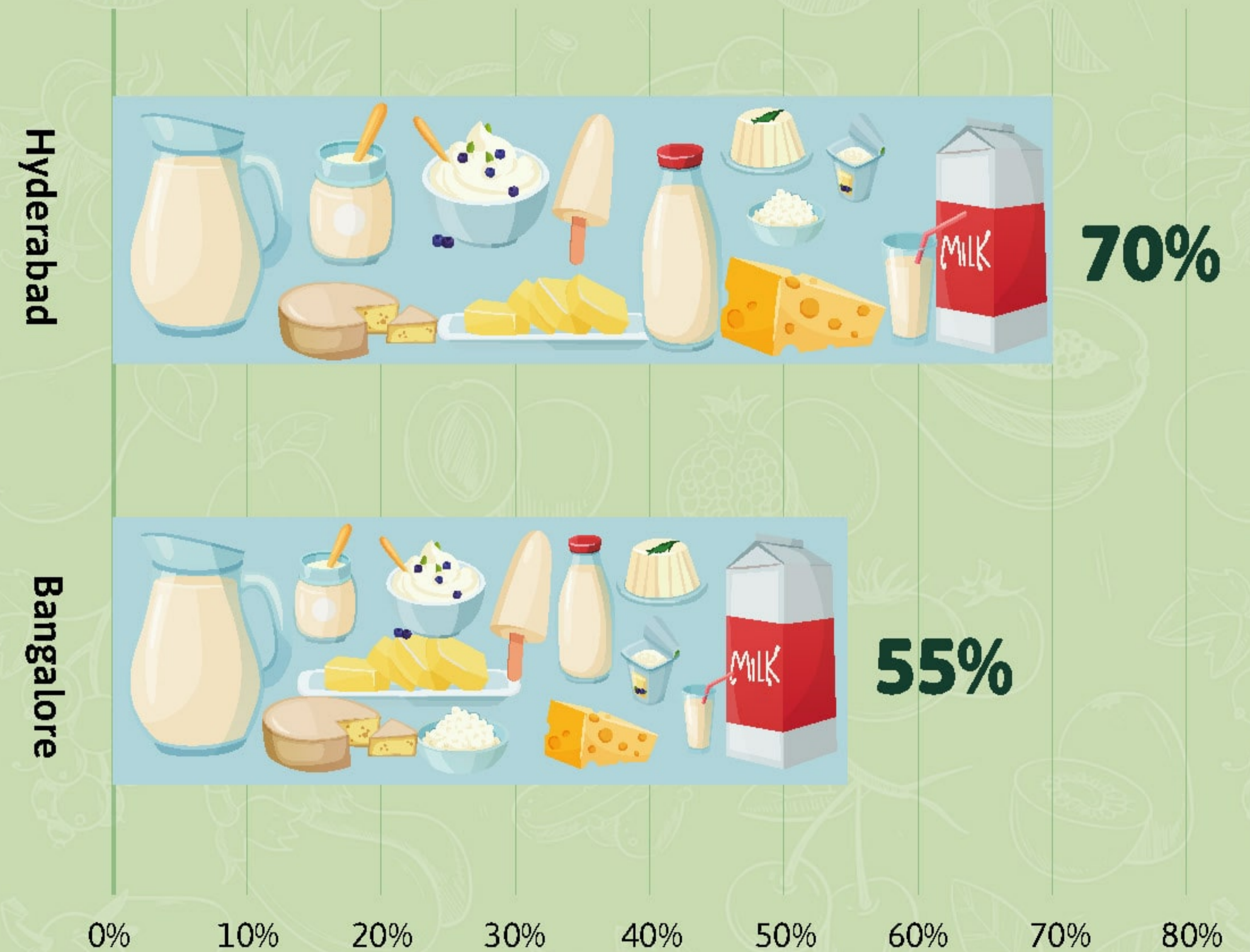
Consume plant based products



A2 Milk & Curd: A Regional Disparity

In Hyderabad, a remarkable 70% of consumers display a strong inclination towards A2 dairy products, emphasizing a notable regional preference. This suggests a heightened awareness or preference for the purported health benefits associated with A2 milk, potentially driven by local marketing or cultural factors. Meanwhile, Bangalore exhibits a substantial 55% preference for A2 dairy, indicating a considerable but slightly lower consumer interest compared to Hyderabad. This data underscores the significance of regional variations in dietary choices, with Hyderabad residents showing a particularly strong affinity for A2 dairy, possibly driven by perceived health advantages.

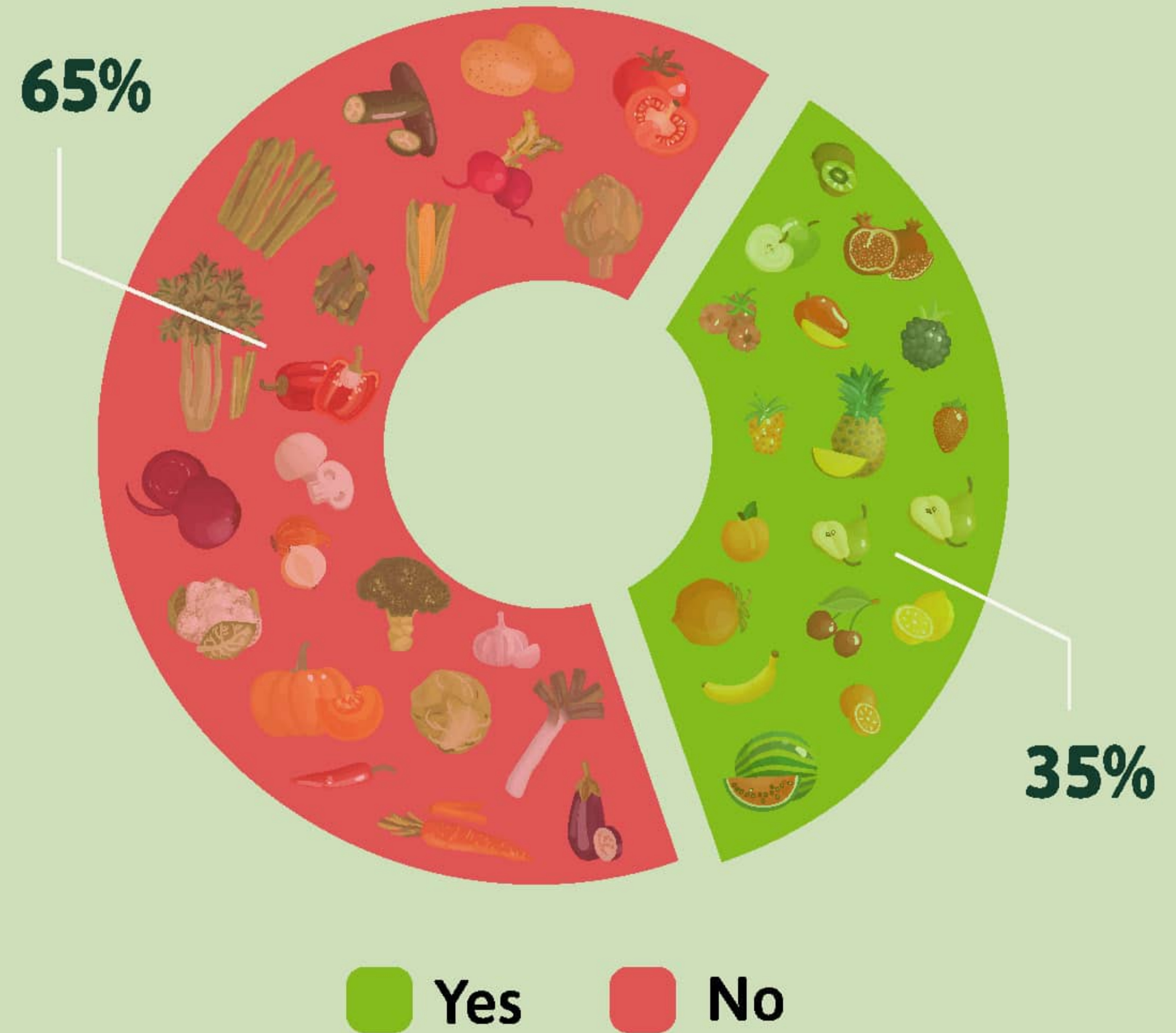
Consume A2 milk & dairy products



Immunity-Boosting Focus: A Long-Term Strategy

In the aftermath of the COVID-19 pandemic, there was a notable spike in consumer interest for immunity-boosting fruits and such as Blueberry, Hass Avocado, Broccoli, Celery, Zucchini etc) However, the recent findings indicate a decline in this trend, with only 35% of customers maintaining their focus on such products three years later. The analysis suggests a necessity for renewed efforts in educating the public about the enduring advantages of adopting a healthy lifestyle and diet for long-term immunity. Reinforcing the importance of consistent choices may encourage a more enduring commitment to overall well-being among consumers.

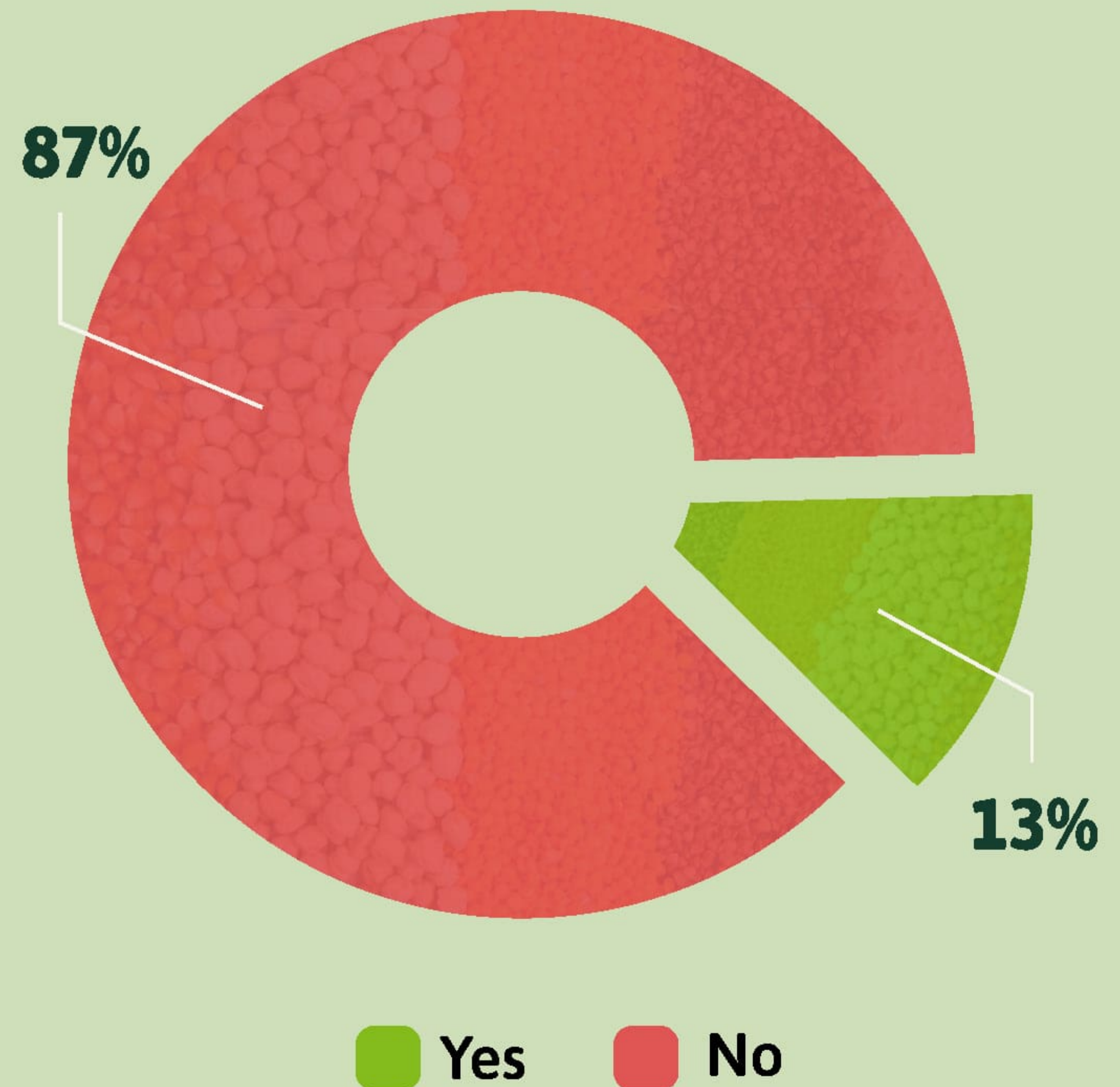
Consume immunity boosting fruits & vegetables



Millet and Whole Grains: A Missed Opportunity

The findings underscore a concerning trend, with a mere 13% of consumers choosing millets and whole grains despite the escalating prevalence of diabetes and heart diseases. This signals a significant gap between health awareness and actual consumer choices. To address this, consumers should pivot towards healthier alternatives, aligning their dietary preferences with the expanding health-conscious demographic. Increased education on the benefits of millets and whole grains, coupled with accessible options in the market, can empower consumers to make more informed and health-driven decisions. Embracing these alternatives not only safeguards individual well-being but contributes to a broader shift towards a healthier society.

Consume millets & whole grains

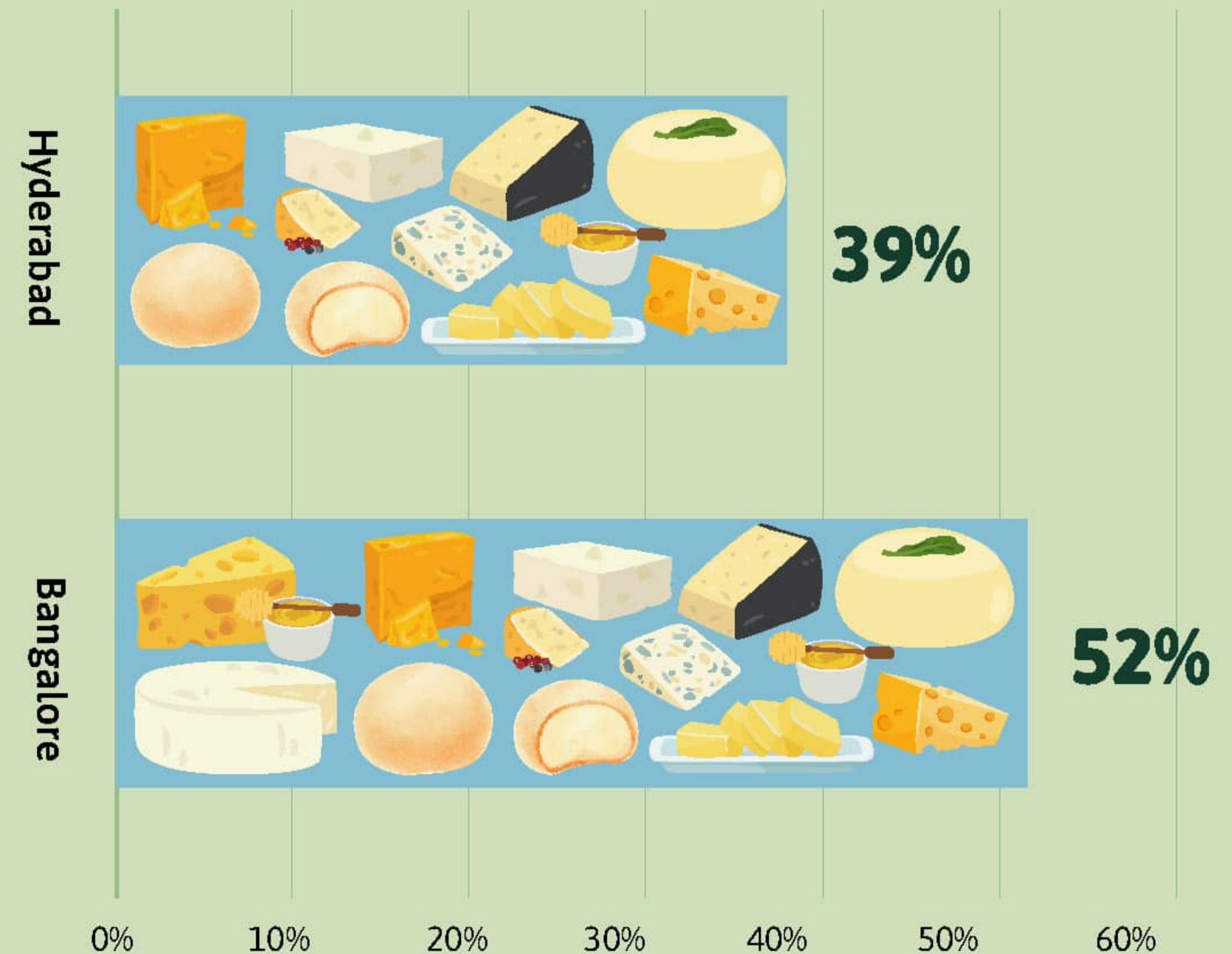




Imported & Premium Ingredients: A Culinary Palette

The findings reveal a distinct consumer trend in Bangalore, where 52% prefer imported and premium ingredients such as cheeses, sour dough, spreads, dressings etc compared to Hyderabad's 39%. This suggests a growing sophistication and openness to global culinary influences among Bangalore consumers. The data also reflects the impact of increased international travel, as more Indians explore global flavours, leading to a rising demand for cosmopolitan tastes. For consumers, this signifies a desire for diverse and premium food experiences, aligning with the broader cultural shift towards embracing global influences and elevating culinary preferences

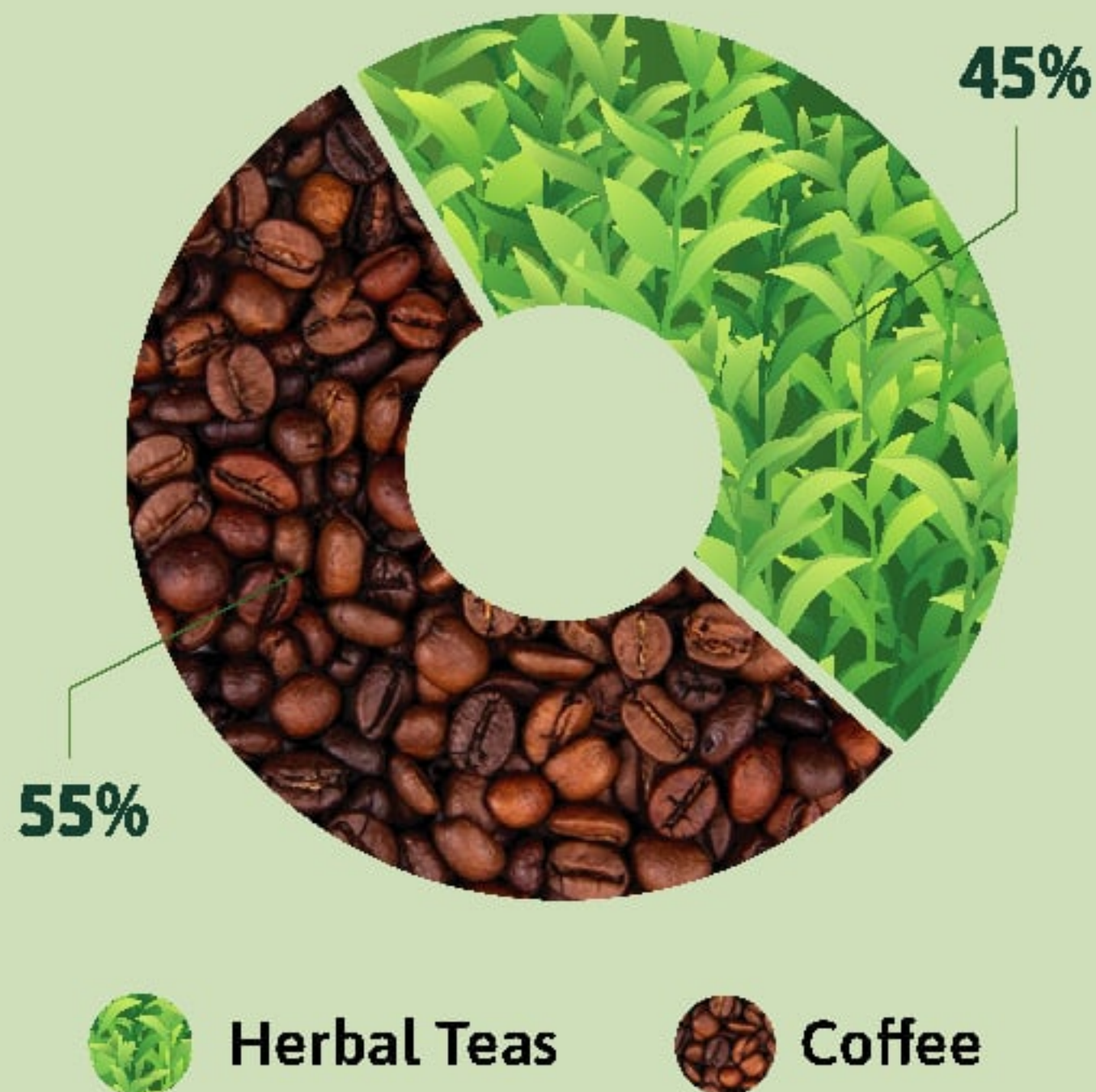
Consume imported & premium range products



Herbal or Green Teas vs Coffee: Prioritizing Wellness

The significant shift towards herbal or green teas, chosen by over 45% of consumers in both cities, reflects a growing preference for health-conscious options. Consumers seem increasingly attuned to the benefits of these teas, possibly driven by a desire for weight management and overall well-being. This trend suggests a shift away from traditional coffee consumption, signalling a broader awareness of health choices among consumers. It further emphasizes a demand for beverages that not only provide enjoyment but also contribute positively to their health, aligning with contemporary wellness trends and a pursuit of healthier lifestyle choices.

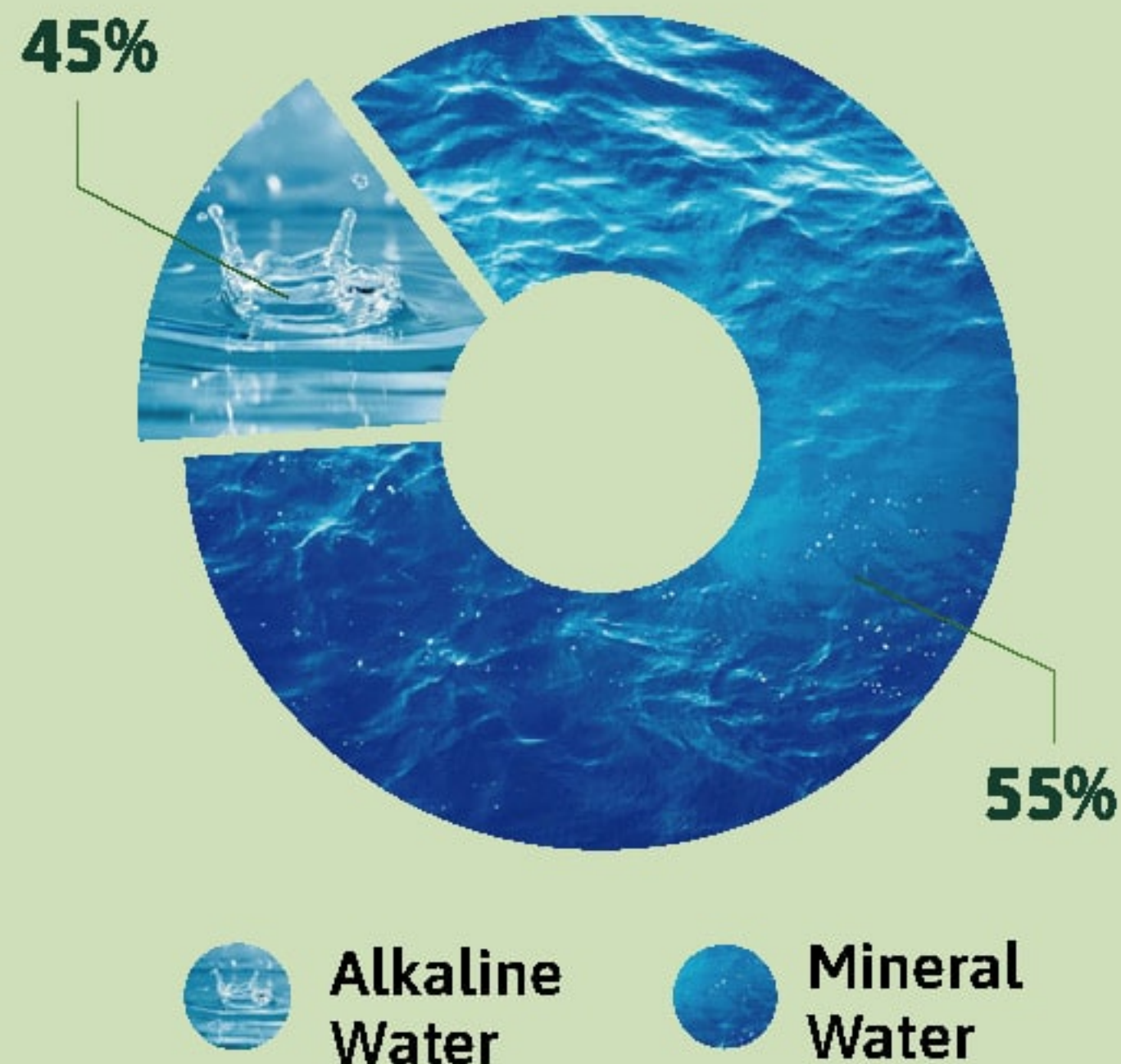
Consume herbal teas over coffee



Alkaline Water: A Growing Trend

The discovery of a 16% consumer interest in alkaline water in both cities highlights the emerging market for health-enhancing products and resonates with the potential advantages associated with alkaline water such as maintaining the body's pH balance, supporting hydration, and potentially aiding in acid reflux. This evolving trend underscores a growing awareness of holistic well-being, emphasizing the link between product choices and health outcomes.

Consume alkaline water vs mineral water



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Recommendations: Choosing Goodness in Everyday Lives

In response to the findings, Simpli Namdhari's aims to empower its customers to make informed and health-conscious choices. The following recommendations outline actionable steps for customers to incorporate goodness into their everyday lives, fostering a holistic approach to healthy living.



Embrace Exotic Fruits and Vegetables:

Educate yourself about the wide array of exotic fruits and vegetables available such as blueberry, Hass Avocado, Broccoli, Celery, Zucchini etc that carry immense health benefits. Experiment with incorporating them into your meals, exploring their unique flavours and reaping the nutritional benefits they offer. Make a conscious effort to include a variety in your regular diet to bridge nutritional gaps.

Opt for Plant-Based Alternatives:

Explore the growing range of plant-based products. Integrate these alternatives into your meals, gradually replacing animal-based products. Educate yourself about the environmental and health benefits of plant-based living, contributing to both personal wellness and sustainable living.

Choose single origin A2 Dairy Products:

Understand the benefits of single origin A2 dairy products, especially for those with lactose sensitivity. By choosing A2 milk and curd, you contribute to your overall well-being while supporting and sustainable dairy practices.

Prioritize Immunity-Boosting Foods:

Recognize the importance of a well-balanced diet in maintaining immunity. Actively include immunity-boosting foods in your grocery list such as citrus fruits, papaya, bell peppers, spinach, turmeric, garlic, ginger etc. ensuring a consistent intake. Make informed choices to fortify your immune system against evolving health challenges.

Incorporate Millets and Whole Grains:

Make a conscious shift towards healthier grains like millets and whole grains. Explore recipes and cooking methods that highlight their nutritional benefits. Gradually substitute refined grains with these wholesome alternatives to contribute to heart health and diabetes prevention.

Prioritize Health Beverages for Optimal Well-being

To enhance your overall wellness, consider prioritizing health beverages. Acknowledge the health benefits of herbal or green teas, using them to replace or complement regular coffee consumption. These teas not only contribute to weight management but also support your journey towards holistic well-being. Additionally, explore the growing trend of alkaline water, understanding its potential health benefits. Incorporate alkaline water into your hydration routine, aligning it with your health goals. By focusing on these health-conscious beverage choices, you can proactively contribute to your overall health and make mindful decisions that resonate with your well-being objectives.

Conclusion: A Personal Journey Towards Wellness

Choosing goodness is not just a commitment to a healthy lifestyle; it is a personal journey towards wellness. By incorporating these recommendations into your daily life, you actively contribute to your physical health, mental well-being, and overall vitality.

Simpli Namdhari's is dedicated to supporting you in this journey, providing a curated selection of products, fresh & exotic residue free fruits & vegetables that align with your pursuit of a healthier and happier life.





Choose Goodness. Choose Simpli Namdhari's.

Simpli Namdhari's stands at the forefront as India's premier veg Omni channel Retailer, embodying a rich legacy of over 40 years in farming that yields an impressive 36,000 metric ton of residue-free fresh fruits and vegetables annually. With an extensive footprint spanning 30+ strategically located stores across Bangalore and Hyderabad, we proudly serve a loyal customer base exceeding 6,00,000.

Our stores boast an expansive array of offerings, ranging from a meticulously curated selection of exotic fruits and vegetables to an impeccable assortment of residue-free staples and grains, single-origin dairy products, an in-house bakery, imported dry fruits, healthy snacks, cold-pressed oils, and an array of FMCG, beauty products, and home essentials.

Committed to providing a distinctive grocery experience, Simpli Namdhari's endeavors to empower its customers to make the right choices and choose goodness for themselves and their families. Our unwavering dedication to quality and excellence underscores our position as a premium grocery shopping destination for our customers.

For more information, visit www.simplinamdharis.com



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