

India Food To Feed Study 2021

Whether flexitarian or non-vegetarian, Indians consumes poultry, livestock and fish but do we really understand what we eat? According to the National Family Health Survey 49% men as well as 43% women Indians consume fish, chicken, or meat weekly¹, and according to IndiaSpend analysis of national health data, 80% of Indian men and 70% of Indian women consume eggs, fish, chicken, or meat occasionally, if not weekly². This insight motivated the Right To Protein campaign to recently set out to on a journey to understand knowledge, perceptions and practices of non-vegetarians of India, which make up no less than half of our national population. Conducted by NielsenIQ, with over 1000 responses across sixteen cities, aged 18-45, the '**India Food To Feed Study**' by Right To Protein brings forth key insights on our understanding of animal-based protein foods and knowledge about what our food is fed.

KEY FINDINGS:

A: Consumption Practice:

- 1. Majority non-vegetarians in India consume non-veg food times about 2-3 times a week**
- 2. Eastern India has the highest average consumption frequency of non-veg food items**
- 3. Poultry is the most consumed non-vegetarian food item (94%), followed by Meat (82%) and Seafood (65%)**
 - Among Poultry consumers, there is a universal consumption of Chicken among (100%)
 - Among the Meat consumers, Mutton is the most consumed Meat type (91%)
 - Among the Seafood consumers, Prawn is the most consumed seafood type (65%)
- 4. The most consumed non-vegetarian foods in India are Eggs (76%) and Poultry (76%)³**

B. Platforms and Drivers of Purchase:

- 1. Majority Indians surveyed purchase non-vegetarian food items from**
 - a. Wet markets (88%)**
 - b. Supermarkets (51%)**
 - c. Online Platforms (49%)**
- Eastern Indian cities surveyed purchase more from wet market (94%) while north Indian cities surveyed purchase more from supermarkets (56%) and south India purchase from more Online Platforms (55%)
- Important drivers for Indians to buy non-vegetarian food from Supermarket/Online Platforms are
 - Freshness (49%)
 - Source of Procurement (29%) and
 - Nutrient Content (28%)
- 4. While the Indians surveyed ranks Nutrient as the most important (28%) purchase driver, Animal Feed is voted as the least important driver both, from wet market (22%) and Supermarket/Online Platform (17%) – highlighting the lack of knowledge of the role of animal feed in driving nutrition**

¹ <https://www.thequint.com/news/india/many-indians-are-non-vegetarian-most-meat-eaters-in-kerala>

² <https://www.indiaspend.com/most-indians-non-vegetarian-men-more-than-women-south-east-most-66469/>

³ Eggs (76%) and Poultry (76%) are the most consumed Non-vegetarian food type in India

C. Perception towards Animal Feed

1. **A whopping 80% Indian non-vegetarians say that they read labels on the food items.** Among those who read the labels –
 - a. 92% look for Nutritional facts
 - b. 78% look for Health claim
 - c. 74% look for industry standards
2. **A majority of 90% Indians surveyed feel that feed labels would help them chose the product better**
3. **Around 50% individuals strongly agree that Feed that is given to non-vegetarian food items should be specified or highlighted in the package. Highest in the following cities -**
 - a. Ahmedabad (55%)
 - b. Pune (55%)
 - c. Nagpur (64%)
 - d. Chennai (55%)
 - e. Bangalore (52%) and
 - f. Bhubaneshwar (57%)
4. 67% Indian non-vegetarians surveyed say that they are aware of the feed given to the Non-vegetarian food item. Most known animal feed by non-vegetarians is Corn/Maize (83%), followed by Grass (72%), while awareness of Soy feed was 64%
5. Awareness of the feed given is higher in South zone (74%), Metro cities (72%), Seafood consumers (75%) and individuals buying from Supermarket (77%) and Online Platforms (76%)
6. **Awareness of Soy feed is higher among individuals who purchase from Supermarkets (72%) and Online Platforms (72%)**
7. **While 55% of individuals feel that feed is very important for the overall quality and Nutrition content of Non-vegetarian food items only 35% strongly agree that they receive the same nutrition which is given to the non-vegetarian food item once they consume it.**

D. Perception towards Soy Feed

1. **Around 50% of the Indians surveyed strongly agree that Soy helps to improve the protein content in non-vegetarian food items. However, only 35-40% strongly agree that Soy feed improves the quality of the non-vegetarian food items**
2. **Around 50% of the individuals are very likely to purchase food items that were fed Soy feed**
 - a. **Individuals who are very likely to purchase Soy fed food items mostly purchase non-vegetarian food item from Supermarket (53%) and Online Platforms (52%)**