

Kaai Curry

1. Problem Identification and Validation

Problem :

Health Challenges for Normal Individuals and Families:

- **Lifestyle Shift in Tier 1 & Tier 2 Cities:**

With both members of the family often working, managing a healthy and balanced diet becomes a major challenge. This fast-paced lifestyle often leads to:

- Reliance on processed, unhealthy, or quick-to-make meals.
- Irregular eating habits and skipping meals due to lack of time.

- **Nutritional Imbalance:**

Families often lack awareness or time to ensure proper nutritional intake for themselves and their children, leading to deficiencies, weight gain, or early onset of lifestyle diseases.

- **Difficulty in Cooking Healthy Meals Daily:**

- Preparing meals every day is time-consuming, especially when balancing work and family commitments.
- Finding the right, high-quality ingredients for cooking healthy meals adds to the complexity.
- Cooking tasty foods in a healthy way is particularly challenging, as it requires expertise, planning, and effort.

- **Emerging Health Consciousness:**

As more individuals are becoming aware of the importance of a healthy diet, there is a growing demand for balanced and convenient meal plans, but the market still lacks holistic solutions for the whole family.

Health Challenges for Patients with Specific Conditions (e.g., Diabetes, CVD):

- **Rising Disease Burden:**

- India has one of the largest populations of diabetes patients globally, and cardiovascular diseases (CVD) are increasing at an alarming rate due to unhealthy diets and sedentary lifestyles.
- These conditions require **strict dietary control** to manage symptoms and prevent complications.

- **Challenges in Dietary Management:**
 - Patients often struggle with meal preparation, especially when their dietary needs differ from the rest of the family.
 - There is a lack of easy-to-access and affordable meal plans that cater specifically to medical conditions like diabetes or heart diseases while being family-friendly.
- **Emotional & Practical Impact:**
 - Patients often feel isolated when eating meals different from their family's, reducing adherence to dietary plans.
 - Families lack time, expertise, and resources to prepare separate meals for the patient while maintaining balance in their own diet.

Key information

India is one of the 7 countries of the IDF SEA region. 537 million people have diabetes in the world and 90 million people in the SEA Region; by 2045 this will rise to 151.5 million.

Diabetes in India (2021)

893,910,000

Total adult population

8.3% prevalence

of diabetes in adults

74,194,700

Total cases of diabetes in adults

International diabetes organization

Link - <https://idf.org/our-network/regions-and-members/south-east-asia/members/india/>

Cardiovascular diseases

Cardiovascular diseases (CVDs) are a group of disorders of the heart and blood vessels, including coronary heart disease, cerebrovascular disease, peripheral arterial disease, rheumatic heart disease, congenital heart disease, deep vein thrombosis and pulmonary embolism. An estimated 17.9 million people died from CVDs in 2016, representing 31% of all global deaths. Of these deaths, 85% were due to heart attack and stroke.

Over 75% of CVD deaths take place in low- and middle-income countries where raised blood pressure happens to be amongst the most important risk factors for CVDs. In 2016 India reported 63% of total deaths due to NCDs, of which 27% were attributed to CVDs. CVDs also account for 45% of deaths in the 40-69 year age group.

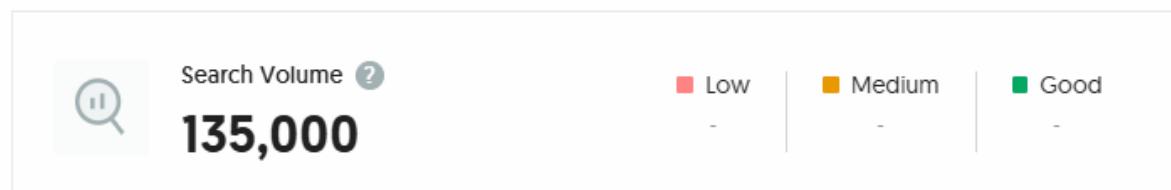
Individuals at risk of CVD may demonstrate raised blood pressure, glucose, and lipids as well as overweight and obesity. Identifying those at highest risk of CVDs and ensuring they receive appropriate treatment can prevent premature deaths. Access to essential NCD medicines and basic health technologies in all primary health care facilities is essential to ensure that those in need receive treatment and counselling.

World health organization

Link - https://www.who.int/india/health-topics/cardiovascular-diseases?utm_source

Validation :

Search Data and Volume :



Showing

47 Questions: healthy foods

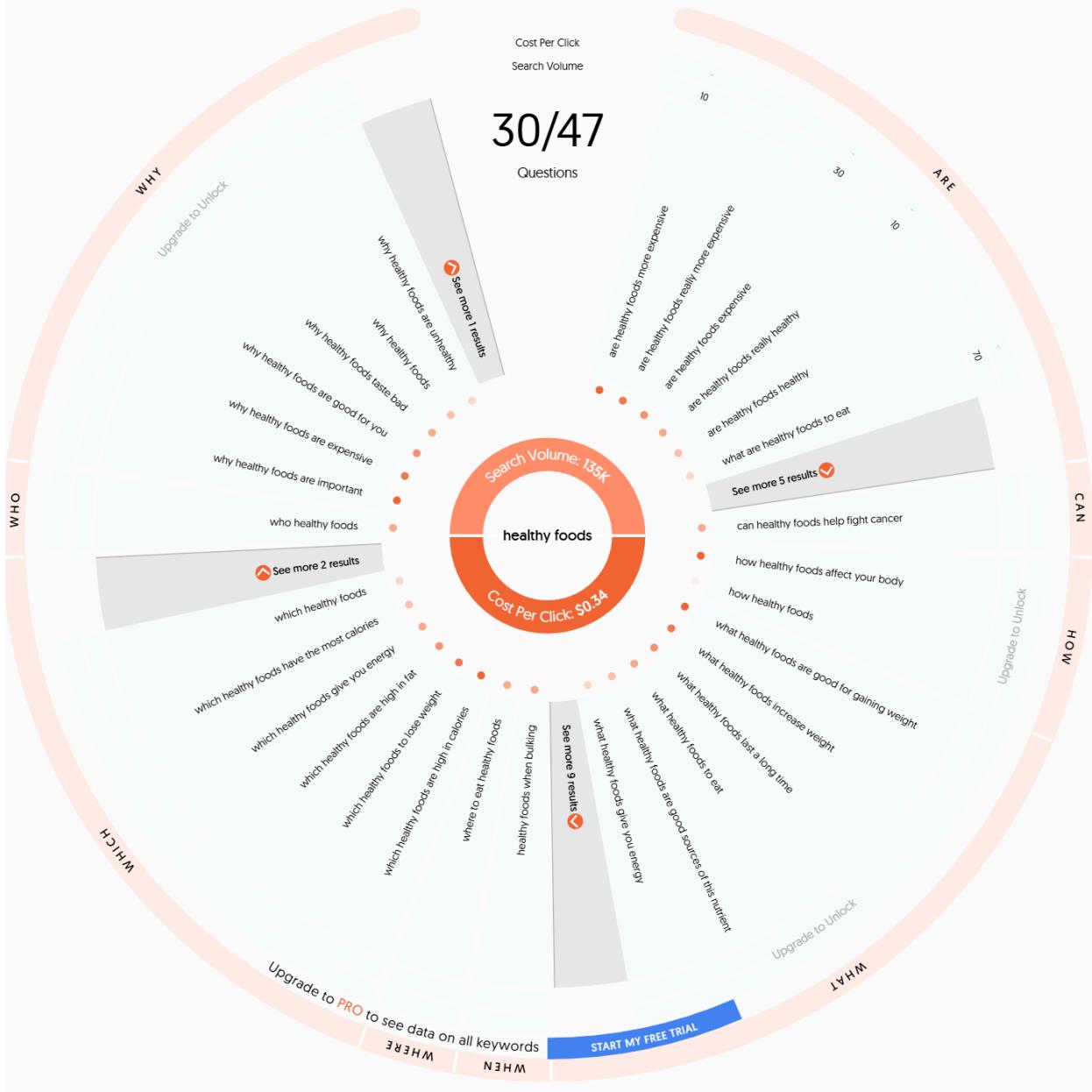
View: All Modifiers ▾

KEY INDICATORS

- Highly Searched
 - Avg. Searched
 - Lowest Searched

All CPC data are in USD

 SAVE IMAGE



Showing

80 Prepositions: healthy foods

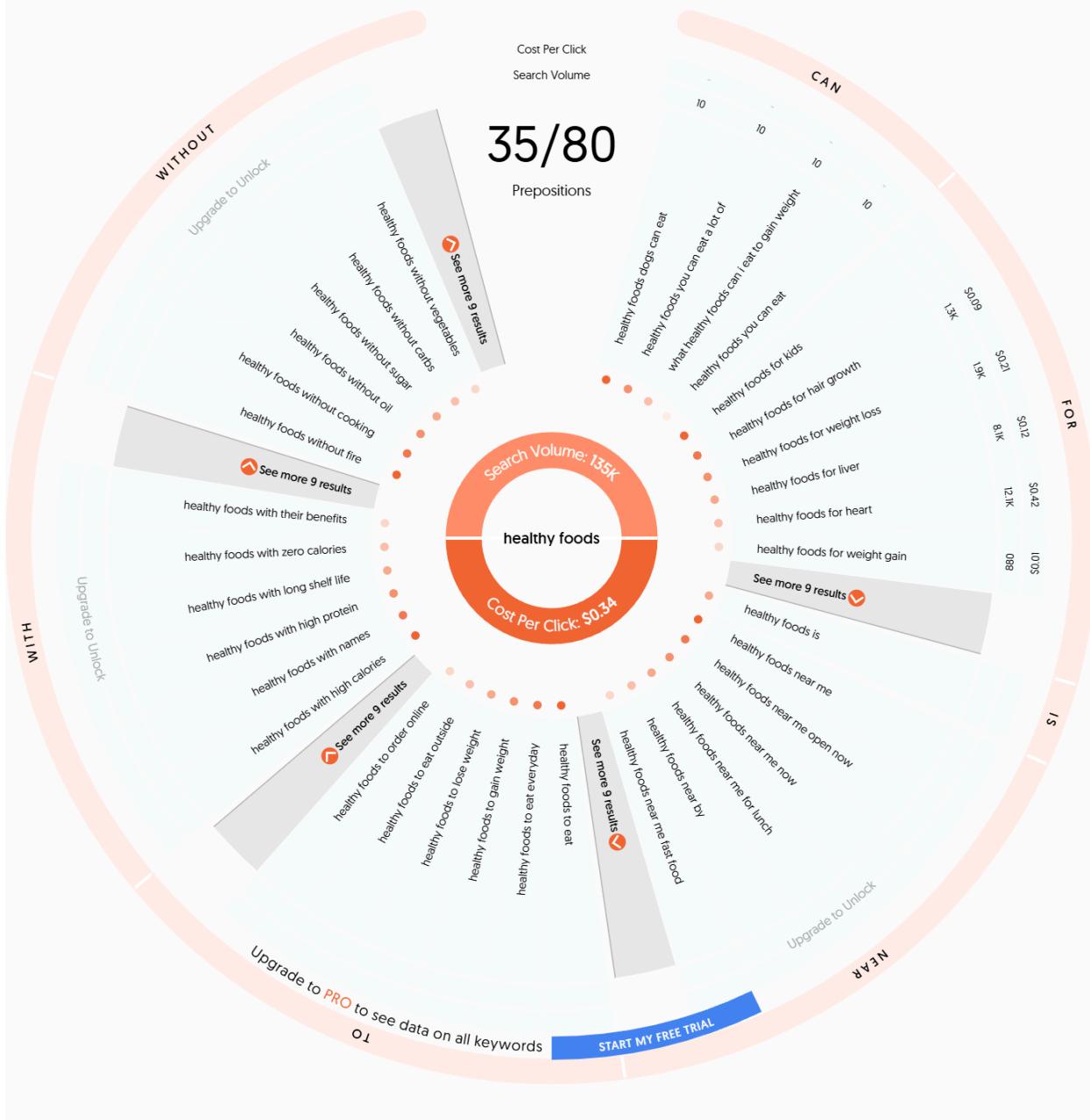
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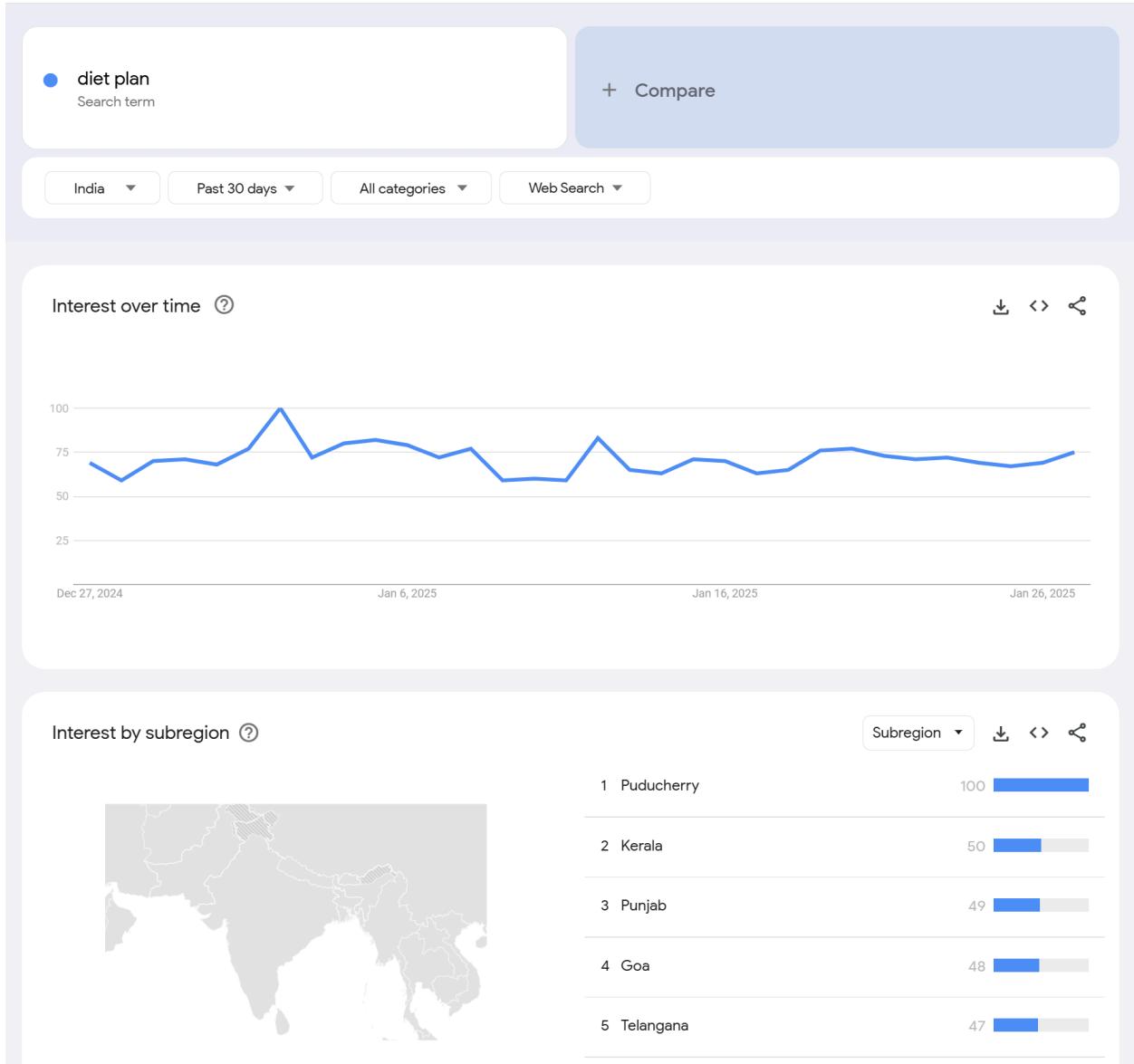
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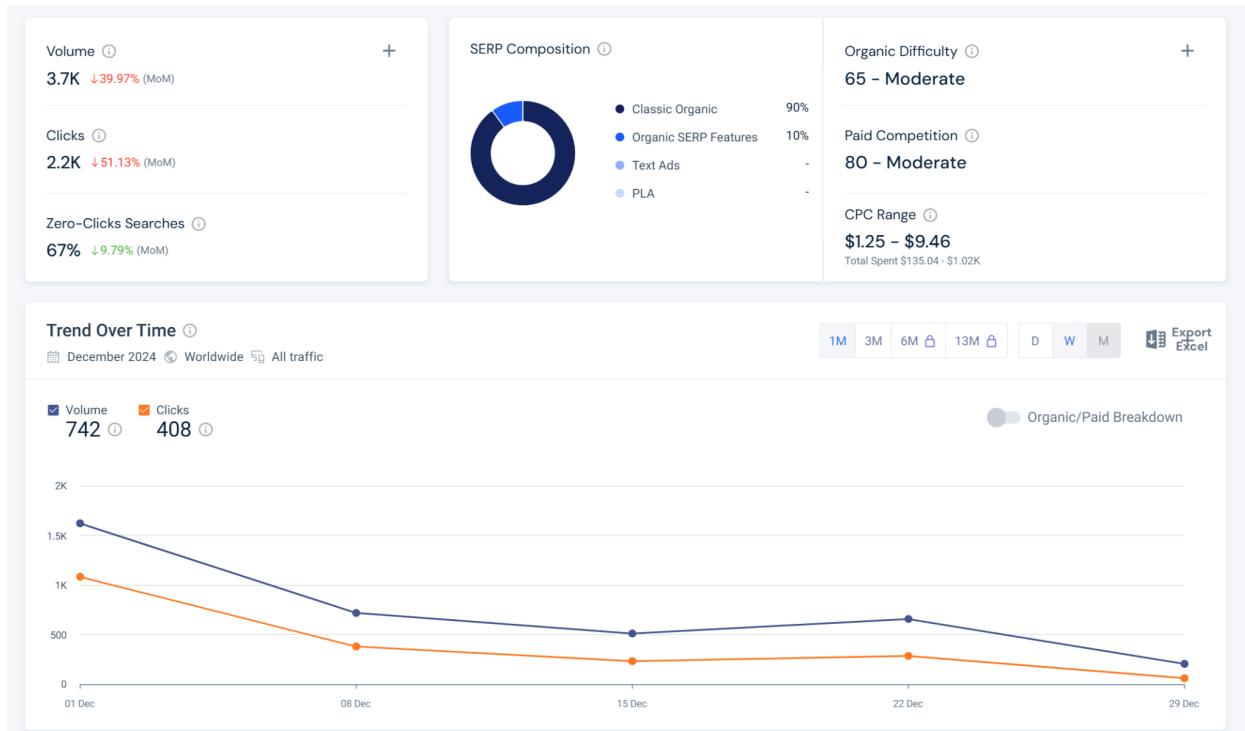
All CPC data are in USD

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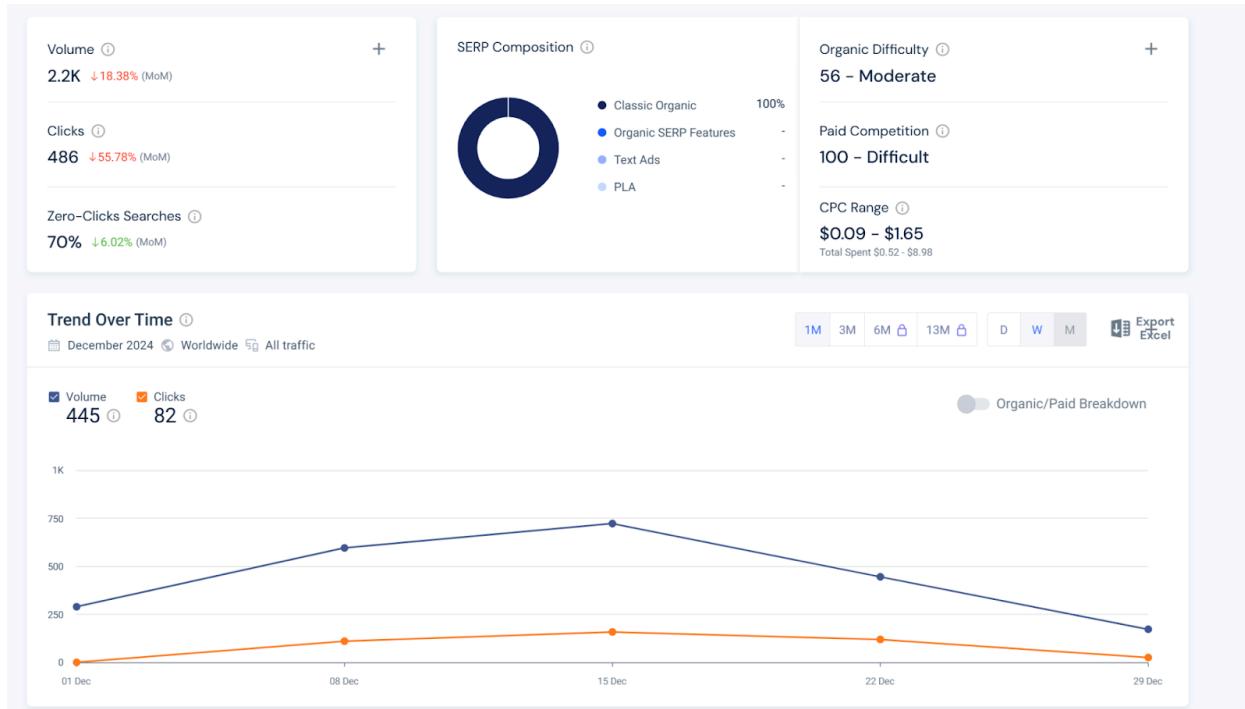




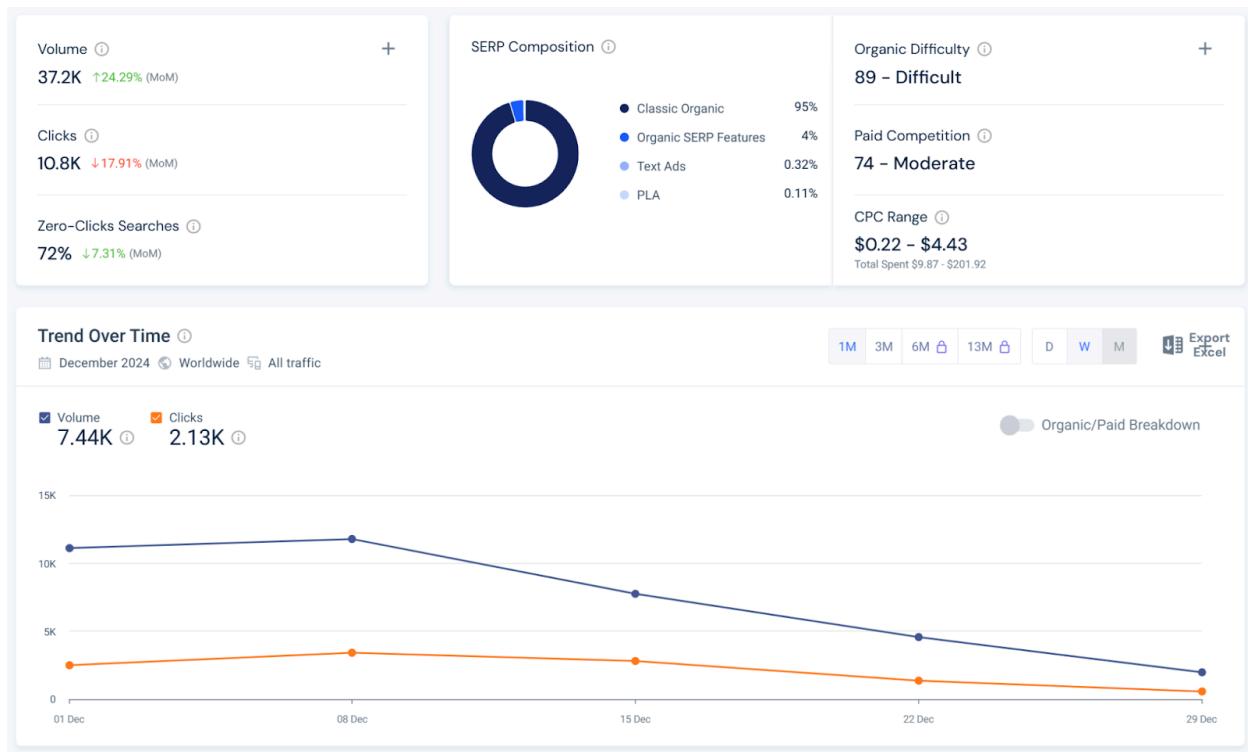
Keywords : Healthy meal plan



Keywords : diabetes meal plan

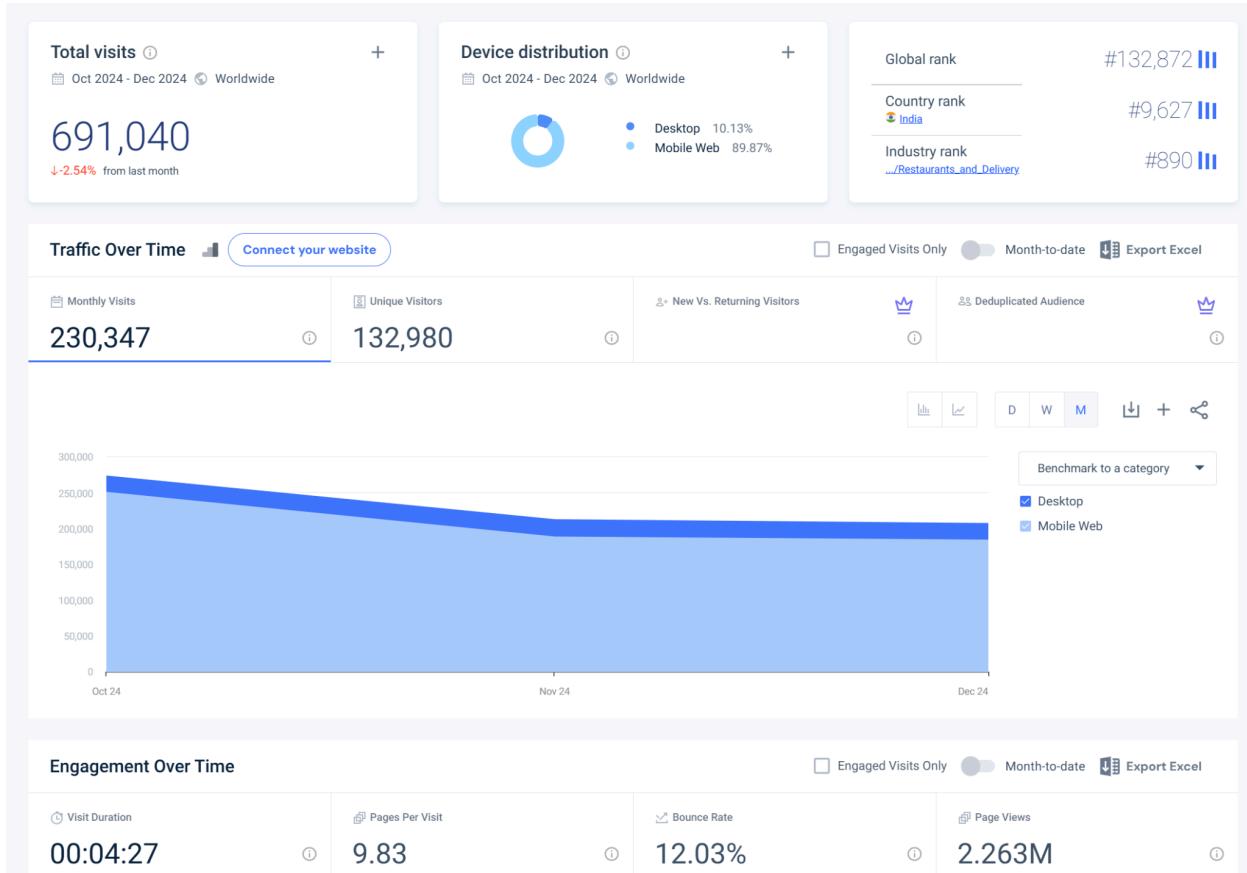


Keywords : Healthy foods

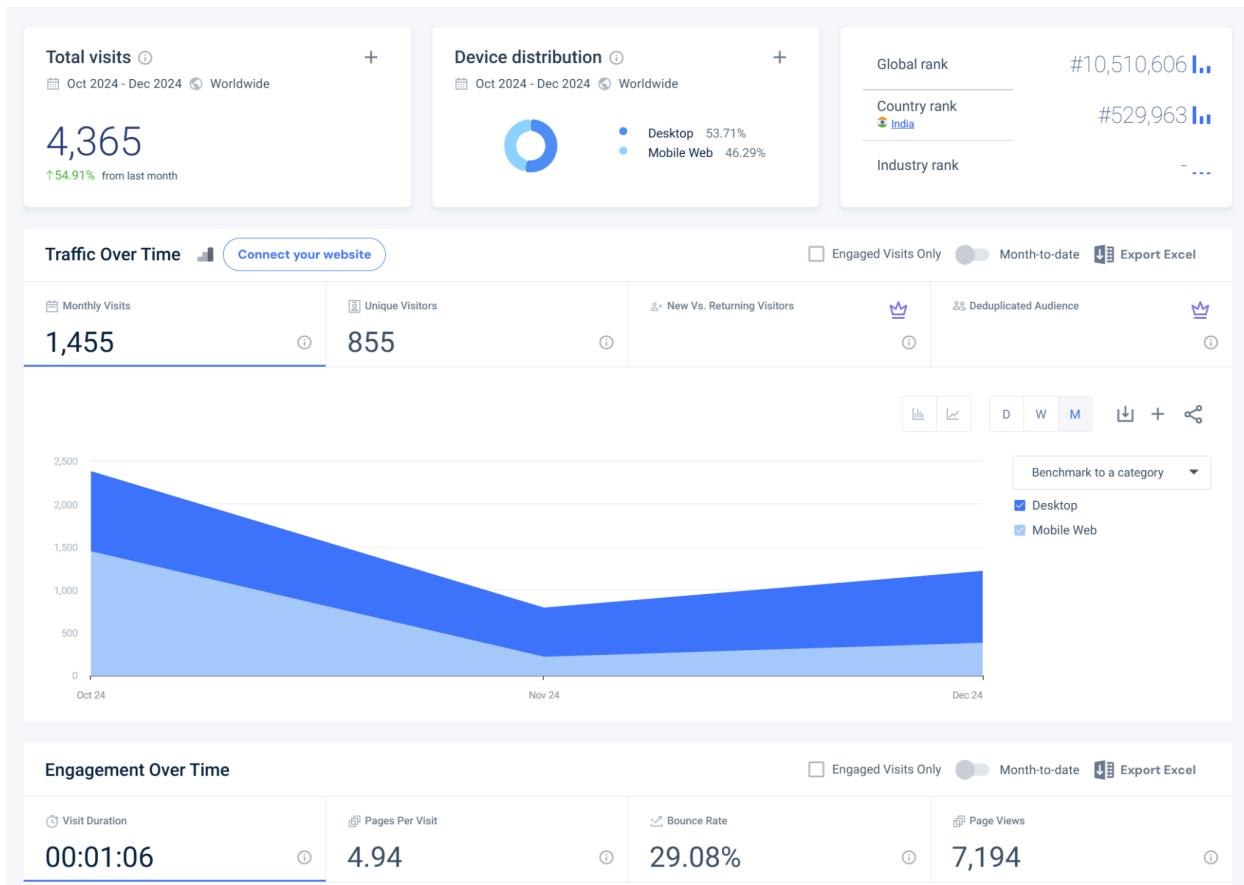


Number of users in Competitive Landscape :

Food darzee - <https://foooddarzee.com/not-serving>



Elith - <https://www.elith.in/>



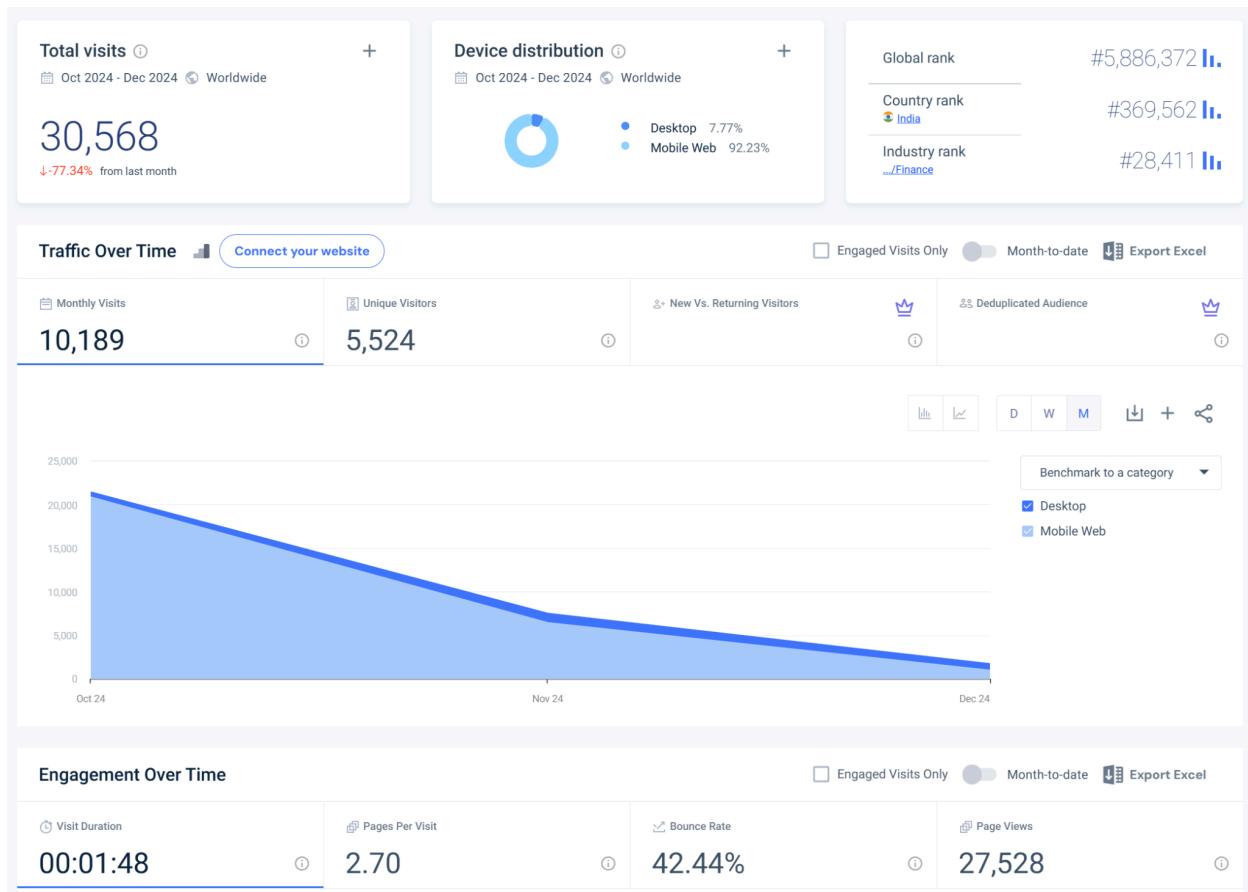
Sampoornaahara - <https://sampoornaahara.com/>



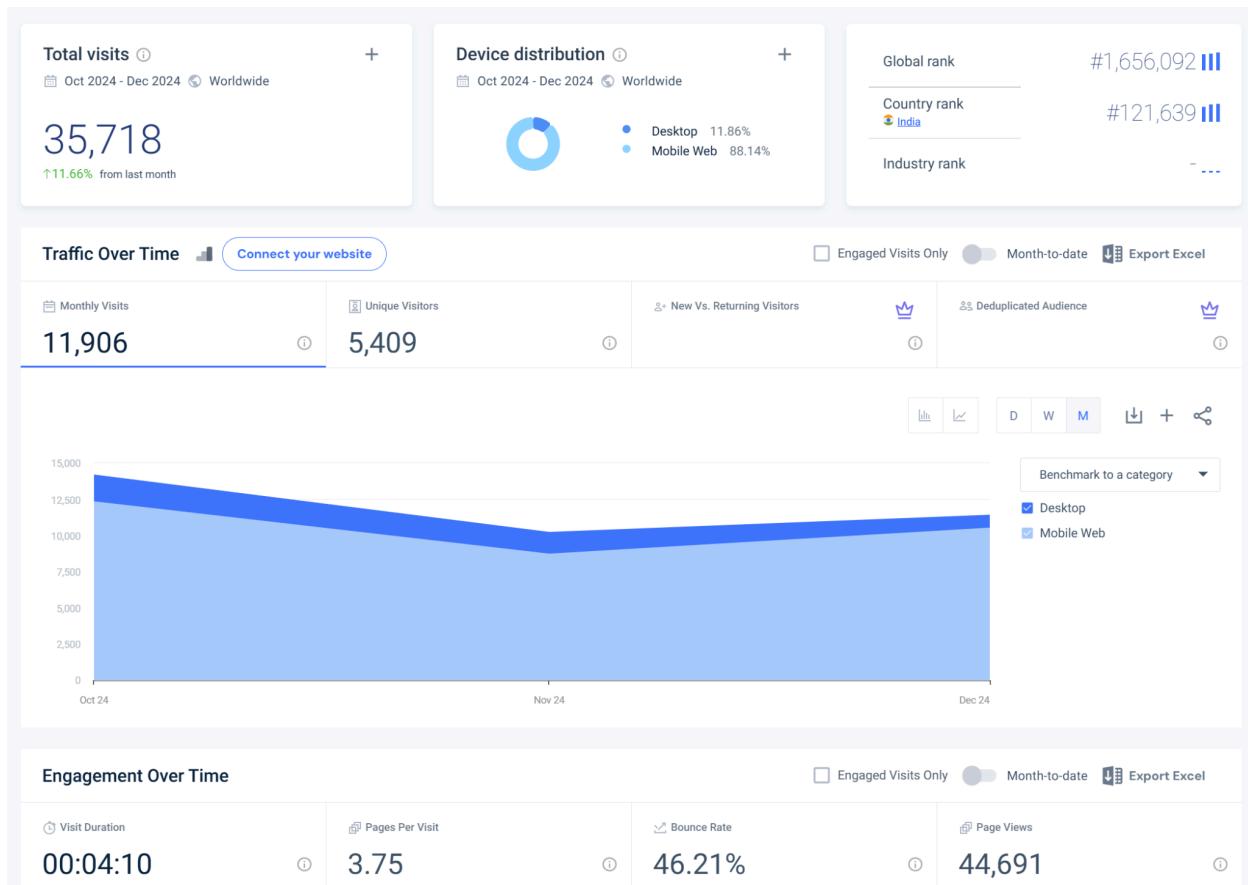
MealAwe - <https://order.mealawe.com/>



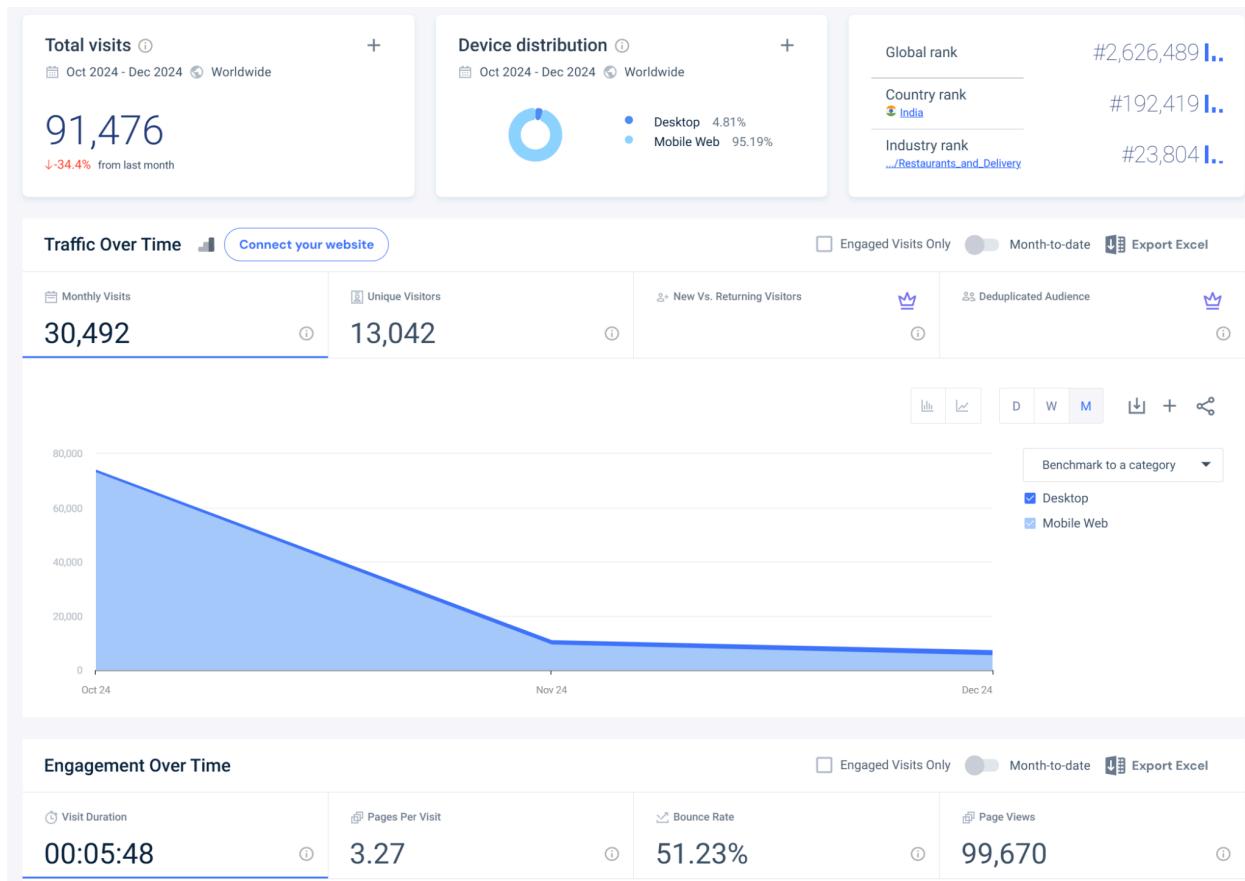
Maavadu - <https://maavadu.in/>



The KenLife - <https://thekenkolife.com/bangalore/meals/diabetic-friendly/>

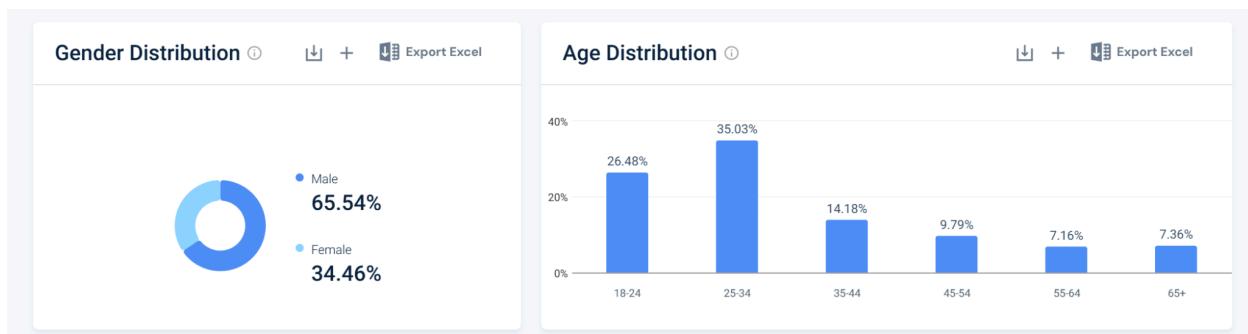


HappyGrub - <https://happygrub.in/>

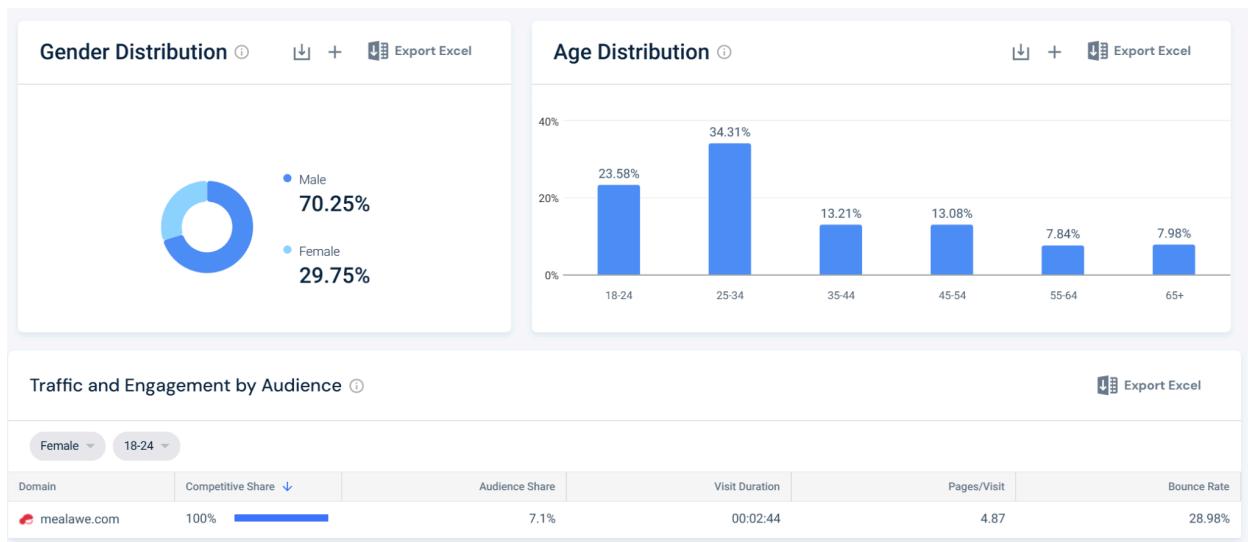


Target Market :

1.Food darzee :



2.Mealawe :



3.Cookr :



Customer Personas

1. Persona 1: Health-Conscious Working Professionals

○ Demographics:

- Age: 25–40
- Gender: Male/Female
- Income: ₹50,000–₹1,20,000/month
- Location: Tier 1 and Tier 2 cities
- Occupation: IT professionals, corporate employees, entrepreneurs

○ Psychographics:

- Interests: Fitness, healthy living, quick meal solutions
- Values: Convenience, time-saving, quality nutrition
- Lifestyle: Busy, fast-paced, limited time for cooking and meal planning

○ Needs & Behavior:

- Need healthy and convenient meal options that align with their lifestyle.
- Prefer ready-to-cook or pre-planned balanced meals.
- Value taste and variety in healthy food.

2. Persona 2: Families with Kids

- **Demographics:**
 - Age: 30–45 (parents)
 - Gender: Both parents (focused on mothers as decision-makers)
 - Income: ₹70,000–₹1,50,000/month (household income)
 - Location: Suburban and urban areas in Tier 1 and Tier 2 cities
 - Occupation: Dual-income households, working parents
- **Psychographics:**
 - Interests: Family well-being, nutrition for kids, work-life balance
 - Values: Health, simplicity, ensuring family eats together
 - Lifestyle: Juggling work and parenting, minimal time for cooking elaborate meals
- **Needs & Behavior:**
 - Need family-friendly meal plans that meet the nutritional requirements of everyone.
 - Want easy-to-make, healthy meals that kids will enjoy too.
 - Prefer solutions that save time, such as meal kits or pre-prepared foods.

3. Persona 3: Patients with Specific Dietary Needs (Diabetes, CVD, etc.)

- **Demographics:**
 - Age: 40–65
 - Gender: Male/Female
 - Income: ₹30,000–₹80,000/month
 - Location: Across urban and semi-urban areas in India
 - Occupation: Retirees, homemakers, professionals managing chronic conditions
- **Psychographics:**
 - Interests: Managing health, disease control, low-sugar and low-fat diets
 - Values: Health, longevity, adhering to doctor-recommended diets
 - Lifestyle: Restricted food choices, difficulty managing their own meals separately
- **Needs & Behavior:**
 - Need specialized meal plans tailored to medical conditions like diabetes or heart disease.

- Want ingredients or meal kits that simplify cooking without compromising health.
- Prefer balanced meals that taste good and can be enjoyed with the family.

4. Persona 4: Elderly Caregivers or Dependents

- **Demographics:**
 - Age: 50–70 (caregivers) or 65+ (dependents)
 - Gender: Male/Female
 - Income: ₹20,000–₹60,000/month (pensions or caregiver's income)
 - Location: Urban and semi-urban areas
 - Occupation: Retired or semi-retired
- **Psychographics:**
 - Interests: Supporting elderly family members, maintaining nutrition
 - Values: Affordability, simplicity, managing food preparation for elders
 - Lifestyle: Often overwhelmed by caregiving responsibilities or limited mobility
- **Needs & Behavior:**
 - Need affordable, easy-to-digest, and nutritionally balanced meal options.
 - Prefer ready-to-eat or minimal-preparation meals for the elderly.

Secondary Research

1. Market Size and Growth of the Health-Focused Food Sector

Market Value and Growth Projections

- **[Statista, 2023]:**

The health food market in India was valued at \$10 billion in 2022 and is projected to grow at a CAGR of 8-10%, reaching \$15 billion by 2025.

- **[Euromonitor International, 2023]:**

The organic food segment is expected to grow at a CAGR of 20%, reaching ₹750 billion (\$9 billion) by 2026, driven by awareness of chemical-free and natural foods.

- **[IPBFIA, 2023]:**

The plant-based food market in India was valued at ₹1,950 crore (\$240 million) in 2022 and is growing at 15% annually, fueled by veganism and flexitarian diets.

Segment Growth Rates

- Functional and Fortified Foods: Growing at 12% CAGR, driven by demand for immunity-boosting products [Statista, 2023].
 - Health-Focused Meal Kits: Meal delivery services offering health-centric products are growing at 25% CAGR, particularly in Tier 1 cities [IBISWorld, 2023].
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2. Consumer Spending and Behavior

Spending on Health-Focused Products

- **[Statista, 2023]:**

- Urban households in Tier 1 cities spend an average of ₹2,500-3,000/month (\$30-36) on health-specific groceries (e.g., organic grains, protein-enriched products).
- Consumer spending on health food products has grown by 15-20% annually in cities like Mumbai, Bengaluru, and Delhi.

- **[IBEF, 2023]:**

- The online grocery market, which supports health-focused food products, was valued at \$3.1 billion in 2021 and is expected to grow at a CAGR of 20-25% until 2026.
- 35% of online grocery sales now come from health-focused products (e.g., organic produce, fortified snacks).

Consumer Preferences

- **[Euromonitor, 2022]:**

- 60% of urban consumers are actively seeking organic or minimally processed foods.
- 45% of Indians aged 25-40 prefer low-sugar or sugar-free products due to rising health consciousness.

- Plant-Based Diets: 25% of millennials report regularly consuming plant-based foods, driven by ethical concerns and health benefits.
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3. Rise in Lifestyle Diseases and Its Impact

Diabetes in India

- **[IDF Diabetes Atlas, 2021]:**

- India is home to 77 million diabetics, projected to reach 100 million by 2030.
- Rising awareness about diabetes has boosted demand for low-sugar and high-fiber foods.
- The market for diabetic-friendly products (e.g., sugar-free snacks, stevia-based sweeteners) is growing at a 10% CAGR.

Cardiovascular Diseases (CVDs)

- **[WHO India Report, 2022]:**

- CVDs account for 25% of deaths in India, making heart health a top concern.
- This has driven demand for heart-friendly products, including low-sodium snacks, omega-3 supplements, and cholesterol-reducing foods.

Post-Pandemic Health Shift

- **[Nielsen India Survey, 2022]:**

- 75% of Indians reported adopting healthier eating habits post-pandemic.
 - Sales of immunity-boosting foods (e.g., turmeric lattes, ashwagandha teas) grew by 20% in 2022.
-

4. Dietary Shifts in India

Organic and Plant-Based Diets

- **[Indian Organic Market Outlook, 2023]:**

- The organic food market in India is valued at ₹500 crore (\$60 million) and growing at a CAGR of 20%.

- Organic grains, fruits, and vegetables account for 40% of this market.
- [IPBFIA, 2023]:
 - Plant-based milk (e.g., almond, soy) is the fastest-growing subsegment, with annual growth of 25%.
 - Mock meats are gaining popularity in Tier 1 cities, especially among millennials and Gen Z.

Sugar-Free and Low-Calorie Products

- [Statista, 2023]:
 - 80% of urban Indian consumers actively avoid sugar-rich foods.
 - Sugar-free snacks, desserts, and beverages are growing at 10-12% CAGR, driven by the rise in diabetes cases.

Functional Foods and Beverages

- [Euromonitor, 2022]:
 - Sales of probiotic yogurts, turmeric beverages, and fortified cereals grew by 15% year-on-year in 2022.
 - Functional food sales are expected to contribute over ₹6,500 crore (\$800 million) annually by 2025.
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5. Meal Delivery and Online Grocery Trends

Growth of Online Grocery Platforms

- [Statista, 2023]:
 - 35% of online grocery orders are health-related products, including organic produce and fortified foods.
 - Platforms like BigBasket, Grofers, and Amazon Fresh report a 25-30% increase in demand for organic and minimally processed groceries.

Health-Focused Meal Delivery

- [IBISWorld, 2023]:

- Meal delivery services like EatFit, HealthifyMe, and FreshMenu are growing at 25% CAGR.
- Key drivers:
 - Urban working professionals (aged 25-40) who prioritize convenience and health.
 - Subscription-based meal plans (keto, diabetic-friendly, vegan) make up 30% of revenues.

Competitor Analysis

Frameworks Used: SWOT Analysis (for direct/indirect competitors) + Porter's Five Forces (industry overview).

Direct Competitors (Specialized Health Meal Services):

1. Food Darzee

Website: foooddarzee.com

Traffic: 691k visits/month (Oct-Dec 2024).

Key Data:

Device distribution: 89.87% mobile traffic.

Engagement: 00:04:27 visit duration, 9.83 pages/visit.

SWOT:

Strengths:

High brand visibility (top competitor with 691k visits/month).

Strong mobile-first audience (aligns with India's mobile-driven market).

Diverse meal options (implied by broad traffic).

Weaknesses:

Completely not focused on Health concerned meals

Customer satisfaction is completely negative

Opportunities:

Fix technical issues to regain credibility.

Expand into niche segments (diabetes/CVD-friendly meals).

Threats:

Competitors like HappyGrub Capturing its audience during downtime.

Revenue - INR (Cr)



Net Profit/Loss - INR (Cr)

**2. The KenkoLife**

Website: thekenkolife.com

Focus: Diabetic-friendly meals.

Traffic: 35k visits/month ($\uparrow 11k$ MoM growth).

SWOT:**Strengths:**

Specialization in diabetes-specific meals (unique selling point).

Growing engagement (3.75 pages/visit).

Weaknesses:

Narrow focus (limited appeal to families/non-diabetic users).

Low traffic compared to broader competitors.

Opportunities:

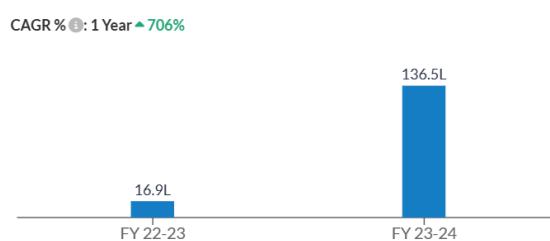
Introduce CVD-friendly or family-compatible plans.

Partner with hospitals for referrals.

Threats:

Rising competition from startups targeting diabetes (e.g., HealthifyMe).

Revenue - INR (L)



Net Profit/Loss - INR (L)



3. HappyGrub

Website: happygrub.in

Traffic: 91k visits/month ($\downarrow 34\%$ MoM).

SWOT:

Strengths:

Established brand with diverse options (vegan, keto).

Strong engagement (00:05:48 visit duration).

Weaknesses:

Declining traffic (-34% MoM).

Generic health positioning (no medical-condition focus).

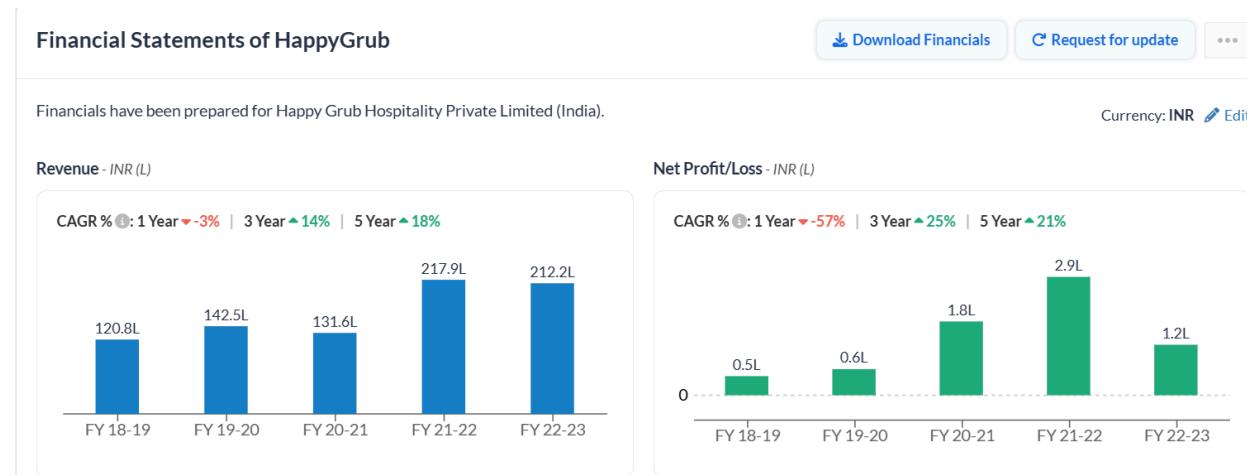
Opportunities:

Launch family bundles or subscription discounts.

Add diabetic/CVD meal tags for better targeting.

Threats:

Price wars with competitors like food darzee.



4. Sampoornadhabra

Website: sampoornadhabra.com

Traffic: 54k visits/month ($\downarrow 46\%$ MoM).

SWOT:

Strengths:

High engagement (4.94 pages/visit).
Mobile-friendly (84.72% mobile traffic).

Weaknesses:

Volatile traffic (-46% MoM).
Lacks medical-condition focus.

Opportunities:

Partner with nutritionists for certified meal plans.
Target working professionals with time-saving meals.

Threats:

Low retention due to inconsistent service quality.

5. Maavadu

Website: macvadu.in
Traffic: Low (exact data unspecified).

SWOT:

Strengths:

Long visit duration (00:01:48).
Niche focus (implied by low but engaged traffic).

Weaknesses:

Minimal visibility (global rank #5.8M).
Unclear USP.

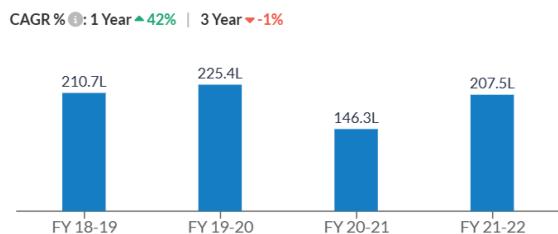
Opportunities:

Target elderly caregivers with easy-to-digest meals.

Threats:

Overshadowed by larger competitors.

Revenue - INR (L)



Net Profit/Loss - INR (L)

**Indirect Competitors:****1. Online Grocery Platforms (BigBasket, Grofers)****SWOT:****Strengths:**

Established logistics for health-focused groceries (organic, sugar-free).

High trust and repeat purchases.

Weaknesses:

No ready-to-eat meal plans for medical conditions.

Opportunities:

Partner with them for ingredient sourcing.

Threats:

Potential entry into meal kits (e.g., BigBasket's "BB Daily").

2. General Meal Delivery Services (FreshMenu, EatFit)**SWOT:****Strengths:**

High convenience and urban penetration.

Economies of scale (lower pricing).

Weaknesses:

Lack medical-tailored meals (e.g., diabetes/CVD).

Opportunities:

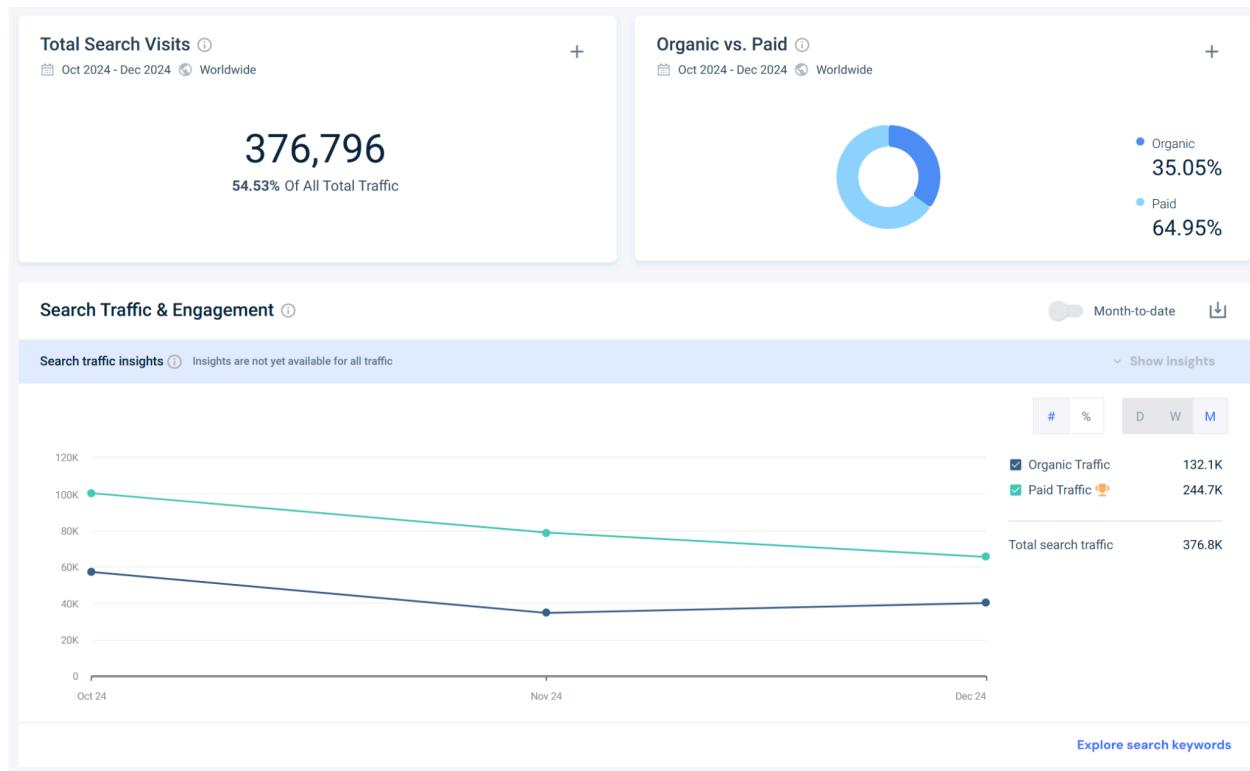
Highlight your niche (e.g., "Doctor-Approved Meals").

Threats:

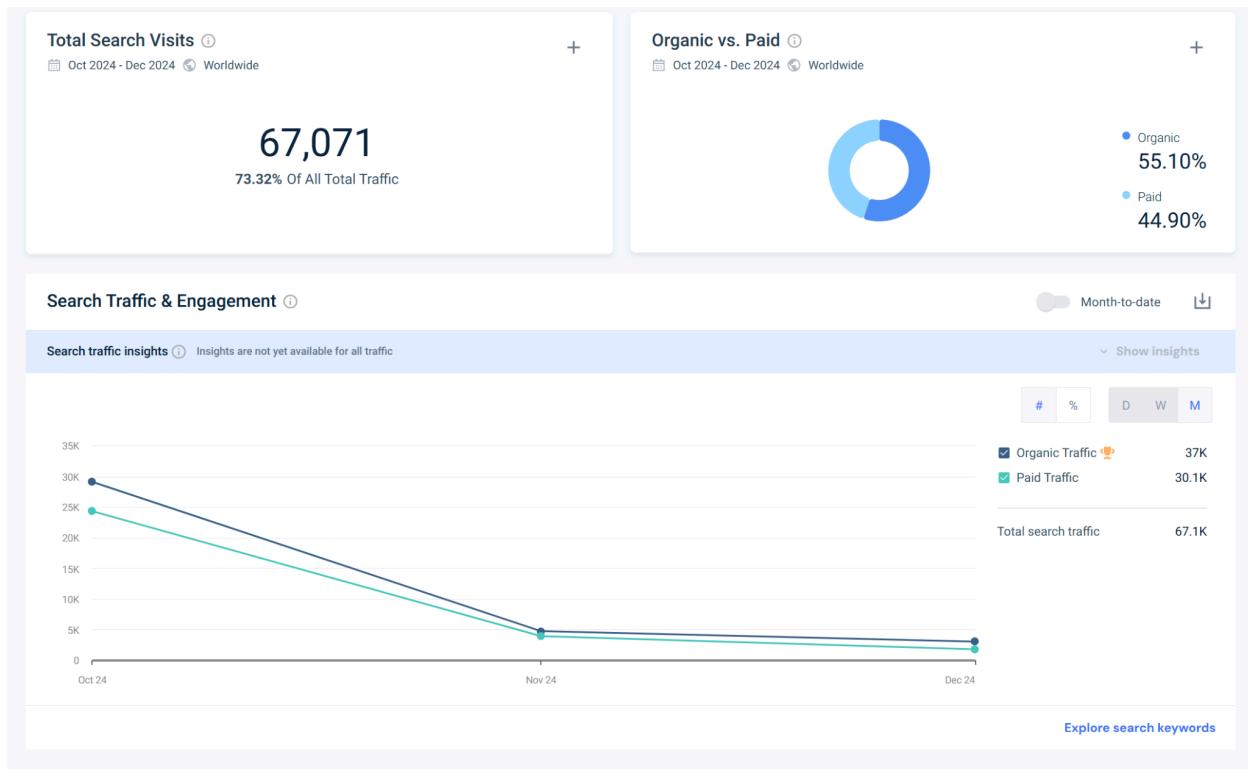
Their pricing could undercut your premium offerings.

Marketing and Sales Plan :

Food Darzee :



HappyGrub:



MealAwe:

Total Search Visits ⓘ
Oct 2024 - Dec 2024 Worldwide

9,453
17.42% Of All Total Traffic

Organic vs. Paid ⓘ
Oct 2024 - Dec 2024 Worldwide



Search Traffic & Engagement ⓘ

Month-to-date

Search traffic insights ⓘ Insights are not yet available for all traffic

Show insights

