

REPORT

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Google form link - <https://forms.gle/yzevoqlxmvdzyrj8>

Survey was conducted to know what consumer prefers and how do they behave upon getting awareness about various new food options.

Data of over 170+ respondents is used to make the analysis of two products soya, tempeh and their product categories on the basis of consumer preferences.

Soya

Total percentage of people who showed interest in consuming soy milk after reading about the same in the survey is - 76.57%

This number shows those people who didn't knew about soy milk earlier, but upon knowing what is soy milk and what are their health benefits, these people want to try soy milk.

This percentage of people is quite high which shows that if marketing strategy applied right, a large number of consumers can be added to the market of soy milk.

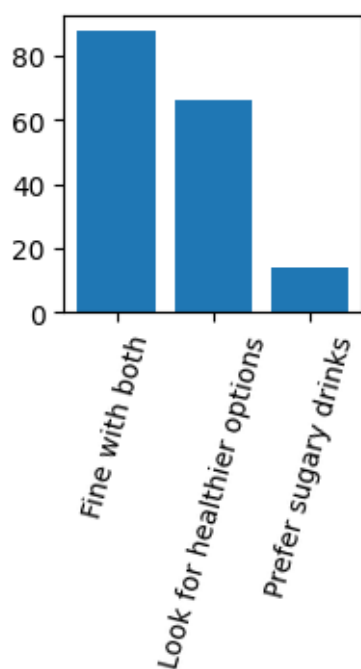
Also only 10.11% of the respondents are regular consumers of soy milk (daily or weekly) so this gives us a conclusive evidence that quality marketing and awareness of soy milk can increase the consumer base of soy milk by multiple times.

Soy milk market size is poised to exhibit prolific gains in the ensuing years, driven by the rising health benefits of the product, including improving brain and heart health, reducing symptoms of menopause, and others. The escalating trend of veganism is predicted to influence the growth scale of the market over 2023-2032. Globally, over 14% of the overall population is known to be vegan.

Moreover, the surging prevalence of obesity is as well expected to positively impact the soy milk industry growth over the coming years. It contains an equal amount of protein as in cow's milk but is relatively low in calories, which makes it an ideal substitute for the product. It also lowers bad cholesterol levels and is highly popular amongst heart patients. Soy milk turns out to be a critical alternative for the lactose-intolerant population.

PEOPLE WANT SUGARY OR NON SUGARY DRINKS?

Fine with both	88
Look for healthier options	66
Prefer sugary drinks	14



More than 50% of the consumers are fine with sugars in their beverages.

Although low to no sugar will help cater to more number of consumers as it will include both the consumers who are looking for non-sugary healthier options and who are fine with both sugary or non-sugary drinks.

BEVERAGES PREFERENCE - SUGARY / SOYA / NON SOYA HEALTHY / OTHER

Healthier drink/ made with specifically soya extracts	77
Flavoured milk	45
Other healthier non soya based drinks	30
None	15

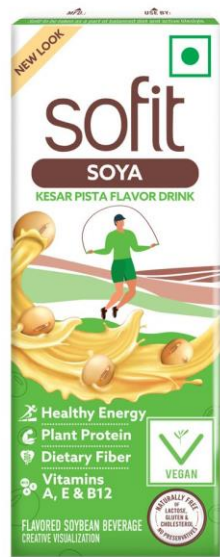
A high number of respondents showed positive response for beverages particularly made with soya extracts. This shows a good sign as between the option of healthier drink made with specifically soya extracts and other healthier non soya based drinks, respondents were highly inclined towards the first option.

ARE PEOPLE LOOKING FOR HEALTHIER PLANT BASED PRODUCT BRANDS AND ARE THEY ABLE TO FIND IT?

Not looking for one	80
No (not found yet)	47
Yes (have found one)	41

Among the competitors, **sofit** is the most preferred brand. More than 70% of the consumers of soy beverages prefer sofit. One other brand in the competition is ‘**so good soy**’ beverage.

SOFIT



ATTRIBUTES	#PER SERVE	% RDA PER SERVE*
ENERGY (Kcal)	140.8	7%
PROTEIN (g)	6.4	11%
CARBOHYDRATE (g)	21.6	-
TOTAL SUGARS (g)	19.64	-
ADDED SUGAR AS SUCROSE (g)	18	36%
DIETARY FIBRE (g)	2.1	-
LACTOSE (mg)	0	-
TOTAL FAT (g)	3.2	5%
SATURATED FAT (g)	0.36	2%
POLYUNSATURATED FAT (g)	1.8	-
LINOLENIC ACID (OMEGA 3) (g)	0.22	-
LINOLEIC ACID (OMEGA 6) (g)	1.6	-
MONOUNSATURATED FAT (g)	0.74	-
TRANS FAT (g)	0	0%
CHOLESTEROL (mg)	0	-
SODIUM (mg)	190	9%
CALCIUM (mg)	240	40%
ZINC (mg)	0.29	2%
MAGNESIUM (mg)	60.5	18%
VITAMIN A (µg)	103	17%
VITAMIN E (mg)	2.25	20%
VITAMIN B1 (mg)	0.18	13%
VITAMIN B2 (mg)	0.23	14%
VITAMIN B12 (µg)	0.15	15%

NUTRITIONAL INFORMATION OF A SINGLE SERVE PACK (200ml)
(APPROXIMATE VALUES)

Price range of 1L SOFIT SOY drinks are between INR 110 to INR 150.

Soy drinks sold by sofit are –

Sofit soya drink, chocolate flavour

Sofit soya drink, kesar pista

Sofit soya drink, vanilla flavour

Sofit soya drink, naturally sugar free flavour

Other drinks –

Sofit almond drink, chocolate flavour

Sofit almond drink, unsweetened

The ingredients of a sofit soya drink, kesar pista 200 ml are as follows -

Water, soyabeans (13.6%), sugar, cocoa solids (0.8%), mineral (tricalcium phosphate), emulsifier (460(i), 466), oligofructose (dietary fibre) (0.25%), acidity regulator (500 ii), flavors (nature identical flavoring substances, edible common salt, vitamin e (acetate), vitamin a (acetate), vitamin b1 (thiamine mononitrate), vitamin b2 (riboflavin), and vitamin b12 (cyanocobalamin).

So good soy-

It's range includes – unsweetened, original, chocolate & elaichi in a range of 1l and 200ml packs.

Price of 1l SO GOOD SOY Beverage is INR 123.

The brand also sells plant based soy protein.



So Good Soy Unsweetened			
Nutrition Information (Average)			
Serving Size: 200ml		Servings Per Package: 5	
Nutrients	100ml	200ml	%RDA* per serve
Energy (kcal)	39	77	4%
Protein (g)	4.2	8.4	16%
Fat (g)	1.8	3.7	6%
Saturated fat (g)	0.3	0.6	3%
Trans fat (g)	0	0	0%
Polyunsaturated fat (g)	1	2.1	
Monounsaturated fat (g)	0.5	0.9	
Carbohydrate (g)	1.3	2.7	
- Total Sugars (g)	0.5	1	
- Added Sugar (g)	0	0	0%
- Lactose (g)	0	0	
Dietary Fibre (g)	0.3	0.6	
Gluten (g)	0	0	
Sodium (mg)	24	49	2%
Calcium (mg)	22	43	4%
Cholesterol (mg)	0	0	

*RDA Based on ICMR values for 2000kcal energy for average Adult man of 65 Kg with Sedentary lifestyle.

TEMPEH

Total percentage of people who showed interest in consuming tempeh after reading about the same is 84.56%

This number shows those people who didn't know about tempeh earlier, but upon knowing what it is and what are its health benefits, these people want to try tempeh.

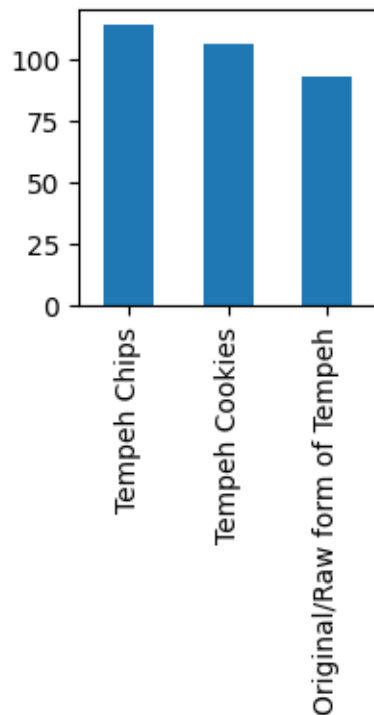
This percentage of people is quite high which shows that if marketing strategy is applied right, a large number of consumers can be added to the market of tempeh.

Only 4.76% of the respondents are regular consumers of tempeh (daily or weekly consumers)

So this gives us a conclusive evidence that quality marketing and awareness of tempeh can increase the consumer base of tempeh by multiple times.

PRODUCT PREFERENCE

Tempeh chips	114
Original/raw form of tempeh	106
Tempeh cookies	93



Respondents showed a good response for all the three categories of tempeh, with giving highest preference to tempeh chips and lowest to original form of tempeh (but this difference is not major).

COMPETITION

Two major brands competing in this product line are **hello tempayy** and **sogood vegan**.

HELLO TEMPAYY

Hello tempayy, a super bean-based, easy to cook food that can be adapted across cuisines, meal occasions and cooking styles, is launched by a Bengaluru-based food startup – vegolution

Aiming to take people from protein-deficient to protein-positive with a product range that can be embraced as a staple by conscious foodies, hello tempayy products are manufactured in custom-built facilities in Bengaluru and more recently in Pune. priced between INR 145 and INR 170 for 200 gm. Packs.

Flavours-

Peppery szechuan chilli tempeh cubes

Spicy peri peri tempeh cubes

roasted chettinad tempeh cubes
spiced tawa masala tempeh cubes
simply sriracha tempeh cubes



			%RDA
Energy	kcal	177.6	9%
Protein	g	19.0	35%
Total fat	g	6.8	10%
Saturated fat	g	1.4	6%
Trans fat	mg	0.0	
Cholesterol	mg	0.0	
Carbohydrates	g	10.1	8%
Dietary Fibre	g	8.5	28%
Total Sugars	g	0.0	
Added Sugars	g	0.0	
Iron	mg	8.8	30%
Vitamin B12	µg	1.1	49%
Sodium	mg	106.0	5%

Approx per 100 g

Other important conclusion(s)

1. 55.35% of the respondents are either consuming soya milk on daily or weekly basis or they showed interest in consuming it after getting informed about soya milk and its health benefits.

This number for tempeh is 79.76%.

This shows the market for tempeh is bigger than that of soya milk.

Below is an example on how people were informed to know their behaviour

The image shows two screenshots of a Google Forms survey titled "Soya_Milk_Survey".

The top screenshot displays the "Description (optional)" section. The text reads: "What is soya milk and why you should try it." followed by a detailed paragraph: "Soy milk is a plant-based milk made from whole soybeans . It is a **suitable alternative for individuals who are lactose intolerant or prefer a dairy-free option.** Soy milk is a rich source of essential nutrients. It is typically fortified with **vitamins and minerals, including calcium, vitamin D, vitamin B12,** and others, to make it nutritionally comparable to cow's milk. It is also a **good source of protein,** containing all the essential amino acids, making it a suitable option for those looking for **plant-based protein sources.** It contains healthy unsaturated fats, such as omega-3 and omega-6 fatty acids, which can be **beneficial for heart health.**"

The bottom screenshot displays the "Questions" section. The question is: "If you have never tried soya milk, Would you now like to try soya milk after reading the above information given?" with four radio button options: "Yes", "No", "Maybe", and "Not Applicable".