

Online trends in Festive Foods

NIQ unveils the growing salience of the Online channel during the festive season.

The TL highlights the key trends & insights driving Online channel growth across metros.

Emerging trends in Online Festive categories



NIQ

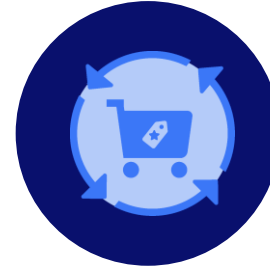
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India's Emerging trends in Online Festive categories

Content line up



OMNICHANNEL
DYNAMIX



ONLINE CHANNEL
PERFORMANCE



LEVERS FOR ONLINE
GROWTH

Themes

- ❑ Channel mix during Festive vs. Non festive periods in metros
- ❑ Key growth drivers fueling Online channel performance during festive
- ❑ Critical watch-outs for manufacturers to navigate evolving landscape effectively

Festive Foods: Biscuits + Salty Snacks + Chocolates + Indian Sweets + Confectioneries

Festive Time Period: Aug,Oct,Nov'24 (vs. YA)

Cost: INR 5 lakhs