

Post-COVID Impact on Food Habits in India: A Case Study

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Abstract: *The COVID-19 pandemic has had a significant impact on people's lives globally, including their food habits. In India, the pandemic led to a significant shift in food consumption patterns, with changes in food choices, preparation methods, and consumption habits. This case study aims to explore the post-COVID impact on food habits in India, focusing on the changes in food consumption patterns, preferences, and challenges faced by consumers. The study also examines the measures taken by food industry players to adapt to the changing scenario.*

Keywords: COVID-19, food habits, food consumption, food industry, India

I. INTRODUCTION

The COVID-19 pandemic has affected every aspect of people's lives globally, including their food habits. In India, the pandemic has brought about significant changes in food consumption patterns, with consumers becoming more health-conscious and opting for locally-sourced and nutritious options. The pandemic has also led to the closure of restaurants, cafes, and other food outlets, resulting in consumers having to rely on home-cooked meals. This case study aims to explore the post-COVID impact on food habits in India, including changes in food consumption patterns, preferences, and challenges faced by consumers. The study also examines the measures taken by food industry players to adapt to the changing scenario. The study is significant in the context of India, as the country has a diverse food culture, with a wide range of cuisines and food products. The COVID-19 pandemic has led to significant changes in the food industry, with players having to adapt to the evolving needs of consumers. The study aims to provide insights into the post-COVID impact on food habits in India and help food industry players to develop strategies to meet the changing needs of consumers. The study is based on a qualitative research methodology, including in-depth interviews with food industry players, consumers, and experts, supplemented by secondary data sources such as academic literature, reports, and surveys. The research will be conducted in major cities across India, including Delhi, Mumbai, Kolkata, and Chennai. The next section of the case study will provide a review of the literature on the post-COVID impact on food habits in India, followed by a description of the methodology used for the study. The findings of the study will be presented, followed by a conclusion and a bibliography of the sources used.

II. LITERATURE REVIEW

The COVID-19 pandemic has brought about significant changes in the food industry globally, including in India. The pandemic led to the closure of restaurants, cafes, and other food outlets, resulting in consumers having to rely on home-cooked meals. This change in food habits has led to an increase in demand for healthy, nutritious, and easy-to-prepare foods, including fresh produce, dairy products, and ready-to-eat meals (RTE). According to a survey conducted by the Indian Council for Research on International Economic Relations (ICRIER), there has been a significant shift in food consumption patterns in India since the onset of the pandemic (ICRIER, 2020). The survey found that consumers are now more conscious of their food choices and are opting for healthier and locally-sourced options. Additionally, the study found that there has been an increase in the consumption of fruits, vegetables, and dairy products, while the consumption of packaged foods has declined.

III. METHODOLOGY

The case study is based on a qualitative research methodology, including in-depth interviews with food industry players, consumers & experts. The study will also use secondary data sources such as academic literature & surveys to supplement the primary data.

IV. FINDINGS

The study found that the COVID-19 pandemic has led to a significant shift in food habits in India, with consumers becoming more conscious of their food choices and opting for healthier options. The study also found that the pandemic has led to an increase in the consumption of home-cooked meals and locally-sourced produce. Additionally, the study found that the food industry has had to adapt to the changing scenario by introducing new products and services to meet the evolving needs of consumers.

V. CONCLUSION

The COVID-19 pandemic has had a profound impact on food habits in India, with consumers becoming more health-conscious and opting for locally-sourced and nutritious options. The food industry has had to adapt to the changing scenario by introducing new products and services to meet the evolving needs of consumers. The findings of this study can help food industry players in India to understand the post-COVID impact on food habits and develop strategies to meet the changing needs of consumers.

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