

Dosa Beats Burger Beats Pasta

In the first in a series of features that explore consumer trends, *ET on Sunday* unravels how Indians eat out – they love to experiment at new places, dine out at least once a week and still prefer to have the family in tow

By Kanya Jaiswal

MOST PREFERRED CUISINES

At Quick Service Restaurants (QSR)...



...BUT FAST FOOD CHAINS SET TO SEE MAXIMUM GROWTH

26-28%

Will be the growth in value of fast food joints in the next five years – from ₹3,100 cr to ₹9,600 cr. More French fries or vada pav?

INDIANS LOVE TO TRY OUT NEW RESTAURANTS BECAUSE OF

An Exploring Attitude "When we go to a new restaurant, we feel that we might get something better than others"
Interesting Name of Dishes "By hearing the name of the dishes I get attracted towards a new restaurant"
Poor Group "I experiment a lot when I eat with friends. However I go to familiar restaurants only with family"

Inquisitiveness "When my friends or relatives recommend a new place, I feel like trying it out"
Updating Oneself "Whenever I go to a restaurant or some other place I just check out what is new in that place. And then order that"
Comparison "I check out a lot of restaurants to compare the pricing and variety"

CHOICES WILL MULTIPLY

In Organised Food Service Market

	Market Size 2010-11	Additional Market 2015-18
Cafe	850	2,200
QSR	3,200	6,500
Full Service	1,600	3,300
Kiosk	1,220	130

RESIDENTS IN METROS PAY MOST FOR A MEAL...

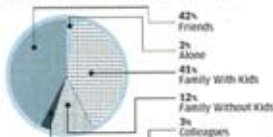


...YET THEY GO OUT MORE OFTEN, ESPECIALLY 18-35-YEAR OLDS

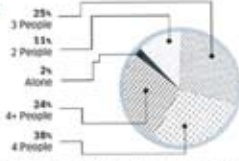


INDIANS DINE IN NUMBERS

Family and friends are the main members of the group when going out to eat. Average group size is four people. Spends are higher when accompanied by colleagues



WITH USUAL COMPANY



Source: Consulting Team at Technopak; www.technopak.com