

India Strives for Planet-Friendly Food More Than the Developed Countries, says Sodexo's Sustainable Food Barometer survey

- **More than two-thirds of Indians are extremely positive towards sustainable food, despite the inflationary context.**
- **Indians consider healthier, more balanced diets to be the main benefits associated with sustainable food, more than environmental benefits.**
- **Millennials lead the charge for sustainable food choices in India, while GenZs remain indecisive.**

Mumbai, December 9, 2024 — Sodexo, a global leader in sustainable food and valued experiences, has revealed the results of its Sustainable Food Barometer, conducted in collaboration with Toluna Harris Interactive. The study, which surveyed over 7,000 participants from five key countries, aims to identify the key drivers of change and the barriers to adopting sustainable eating habits. India's inclusion in this study for the first time highlights its growing prominence and growth as a major market for sustainable and plant-based food.

The report, that also includes insights from over 2,000 Indian consumers, reveals that Indians are increasingly eager to adopt healthy eating habits with a minimal environmental impact, showing greater enthusiasm than their counterparts in developed countries. This shift is expected to drive the demand for sustainable food in the country and has the potential to reshape India's food consumption trends.

Some of the key India-specific insights from Sodexo Sustainability Barometer in Collaboration with Toluna Harris Interactive are below:

- **Indians enthusiastic about sustainable eating habits, despite inflationary context** - Over two-thirds of Indians express a strong favourability towards sustainable food consumption, outpacing their counterparts in developed countries. However, price remains the number one factor in choosing food products, far ahead of environmental concerns. Taste ranks just behind price as a key factor in making food choices.
- **Millennials leading the charge for sustainable food choices in India** – As many as 60% in India, specifically millennials (aged 25 to 44), remain committed to sustainable food choices with a majority of them already adopting many sustainable practices in their daily lives. GenZs (aged less than 25) remain indecisive towards sustainable food choices.
- **Health and a balanced diet are among the top three factors influencing food choices for Indians:** Nutritional value and product composition are the third and fourth most important factors in the decision-making process.

The report highlights the food services industry as a key driver of sustainable trends and a catalyst for inspiring change.

Stressing the role of the food services industry, **Sambit Sahu, Managing Director of Sodexo India**, said, "We serve over a million consumers every day, and we believe we can influence food choices by adopting and embracing the right planet-friendly practices. Our strong value proposition, combined with a commitment to safety, empowers us to set the standard and drive sustainable change in the food services industry. With brands like Aarogyam, which focus on health and sustainability with balanced, flavourful recipes crafted by

specialised nutritionists and chefs, we are well-positioned to inspire positive change and encourage mindful and conscious eating habits.”

Sodexo's Commitment

As a leading player in the food service industry and a long-standing advocate for responsible and continual growth, Sodexo is committed to positively influencing consumer choices and mobilizing the entire food ecosystem to accelerate the transition to more sustainable food practices. Sodexo's approach to achieving this ambition is built on four key pillars:

- **Promoting local food products and sustainable agricultural practices:** Sodexo sources seasonal ingredients locally responsibly. We work with farmer communities, NGOs and SMEs to source and offer them sustainable livelihoods. By combining this with the expertise of chefs and nutritionists, Sodexo creates meals that are not only delicious but also nutritious, delivering maximum health benefits while pleasing the palate.
- **Inspiring through the creativity of chefs:** The menu, catering to different segments, is thoughtfully designed to cater to the diverse nutritional needs and taste palates of clients and their customers while tailoring to meet daily dietary requirements. For instance, Aarogyum provides specialized patient diets, considering the dietary requirements of patients in consultation with nutritionists. The menu is designed to support various medical conditions and health goals, ensuring optimal nourishment and overall well-being with every meal.
- **Providing information about products:** Sodexo focuses on education through innovative approaches, such as using traffic light symbols to indicate the nutritional value of meals, empowering and guiding consumers to make informed and healthy food choices.
- **Reducing food waste:** Through WasteWatch, Sodexo actively measures, tracks and reduces food waste by involving both consumers and food service teams in the reduction process.

Access the full report: <https://edge.sitecorecloud.io/sodexofrance1-sodexocorpsites-prod-e74c/media/Project/Sodexo-Corp/Asia/IN/Media/PDFs/SustainableFoodBarometerExecutiveSummary2409.pdf>

Media Contact

Sonal Shah
Mobile: +91 9820566922
Email: sonal.shah@sodexo.com

Sonia Sharma
Mobile: +91 9540026278
Email: sonia.sharma@sodexo.com