

Kerala tops in share of spend on non-veg in food products: Survey

TIMES NEWS NETWORK

New Delhi: Share of milk and milk products in total consumption was higher in rural areas in Gujarat, Haryana, Madhya Pradesh, Punjab, Rajasthan and Uttar Pradesh while eggs, meat and fish accounted for a greater share for households in Kerala.

The final Household Consumption Expenditure survey, which was released by the National Sample Survey Office (NSSO) late on Friday also showed that for other states, beverages, processed food and others had the maximum share in rural segments.

In urban areas, Haryana, Punjab, Rajasthan and Uttar Pradesh had the maximum

CHANGING FOOD HABITS ACROSS INDIA

Share of food in avg monthly per capita consumption expenditure (%)

■ Beverage, Processed Food ■ Milk & Dairy ■ Vegetables ■ Eggs, Fish, Meat
■ Cereals ■ Edible Oil ■ Fruits ■ Other Food Items

RURAL

Year	Beverage, Processed Food	Milk & Dairy	Vegetables	Eggs, Fish, Meat	Cereals	Edible Oil	Fruits	Other Food Items
2022-23	9.6	8.3	5.4	4.9	4.9	3.6	3.7	5.9
2011-12	7.9	8.0	6.6	4.8	10.8	3.7	2.8	8.2
2009-10	7.4	7.6	8.3	4.7	13.8	3.7	2.4	9.0

URBAN

Year	Beverage, Processed Food	Milk & Dairy	Vegetables	Eggs, Fish, Meat	Cereals	Edible Oil	Fruits	Other Food Items
2022-23	10.6	7.2	3.8	3.6	3.6	4.3	8.4	4.1
2011-12	9.0	7.0	4.6	3.7	6.6	2.7	3.4	5.6
2009-10	8.0	6.9	5.7	3.6	8.1	2.7	3.2	6.2

Source: NSS Report

share of consumption for milk and milk products while for the remaining states it was beverages and processed food.

The data showed signifi-

cant shifts in rural and urban consumption with share of food and cereals coming down.

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Spending on non-food items rose: Survey

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The survey data showed significant shifts in rural and urban consumption with the share of food and cereals coming down. This was in line with the trend visible in earlier surveys. Spending on non-food items such as fridge, television, beverages and processed food, medical and transportation have increased between 2011-12 and 2022-23 while expenditure on food such as cereals and pulses has slowed.

Households in Haryana had the highest share of milk and milk products in total consumption at 41.7%, followed by Rajasthan at 35.5%, and Punjab at 34.7%. Chhattisgarh and West Bengal had the lowest share at 7.5% and 7.4% respectively under this category. In rural areas, households in Rajasthan and Gujarat had the lowest share of eggs, meat and fish in total consumption at 2.6%, followed by Punjab at 3%.

The share of food is seen to have shrunk from 59.4% in 1999-00 to 46.4% in 2022-23 in rural areas and from 48.1% to 39.2% in urban areas during the corresponding period, according to the survey results.

The decline in share has been the steepest for cereals, which has come down to 4.9% in 2022-23 from 22.2% in 1999-2000 in rural India. For urban India, the corresponding share has declined to 3.6% in 2022-23 from 12.4% in 1999-2000.