

A Study on Gaining Popularity of Convenience Foods Among the Customers in Mumbai

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Abstract: *Advancements in food processing equipment, methods, and packaging materials have sparked a significant transformation in the creation of convenient food products, tailored to meet consumers' needs for necessity, flavour, and nutritional value. Convenience foods offer consumers the ability to streamline various aspects of their food-related tasks, such as shopping, meal preparation, cooking, consumption, and post-meal activities. The research focuses on exploring the growing trend of convenience food adoption in Mumbai. Mumbai boasts a diverse range of convenient food options, and the research has further delved into the age demographics of those who are embracing these time-saving food choices.*

Keywords: Convenience food consumption, popularity in Mumbai, time- saving

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