



Consumer Lifestyles in India

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in India 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in India feel concerned about rising cost of essential goods

Older generations prioritise spending time with closest family

Indian consumers feel comfortable expressing identity with friends and family

Indian consumers open to trying new brands and services after doing some research

Millennials strongly optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Exercising at home remains a frequent home activity among all generations

Millennials most active in their leisure time spent online

Voice of the consumer (1)

Energy efficient homes remain number one desired feature

All generations deem safe home locations their number one priority

Indian consumers look out for safe destinations when planning a trip

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in India look for healthy ingredients in food and beverages

Voice of the consumer (2)

Apart from millennials, someone else cooks and prepares the meals in the household

Indian consumers cook and prepare meals daily

Baby boomers most typically to say they are vegetarian or vegan

Indians are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Young Indians want to feel comfortable expressing their identity in their work environment

Consumers want a job that enables a divide between work and personal life

WORKING LIFE

Voice of the consumer (3)

All generations agree on the importance of job security

Indian consumers desire to work from home

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Indian consumers engage in walking or hiking nearly daily

Yoga is the number one stress-reduction activity among Indians

Respondents think health and nutritional properties is the most influential product feature

Voice of the consumer (4)

Millennials most active in using tech to manage and track their health

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in India visit stores that offer loyalty programs or memberships

Voice of the consumer (5)

Older generations prefer buying higher quality branded goods

Gen Z prefers high quality shopping locations

Locally-owned shops guaranteed support from Gen Z and Gen X consumers

Older generations prioritise ethical shopping habits

Millennials most active in their engagement and interactions with brands online

Recommendations from friends and family trusted the most by Indian consumers

Voice of the consumer (6)

Consumers expect to increase spending on education the most

Gen Z not very comfortable with their current financial position

Shopping and spending survey highlights

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