



Consumer Values and Behaviour in India

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in India

PERSONAL TRAITS AND VALUES

Indian consumers continue to take health and safety precautions when leaving the home

Gen Z consumers least concerned about rising cost of everyday goods

Indian consumers open to trying new brands, likely after they've done their own research

Millennials leading the charge in exploring new brands and eager to influence innovation

Indian consumers say they are optimistic about the future, above the global average

Especially among millennials, the outlook is that the future will be bright in India

HOME LIFE

While at home, millennials spend the most time on home activities

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in India prefer to prepare their own meals

Consumers say that another person in the home is responsible for cooking for them

Millennials particularly prone to making excuses around barriers to cook at home

Identifying healthy ingredients and nutritional labels the most important dietary restrictions

WORKING LIFE

Indian consumers less concerned about work-life balance compared to other citizens

Indian consumers primarily desire to receive a competitive income

Consumers in India maintain a strict boundary between work and personal life

LEISURE

Indians engage in online social activities at least weekly

Millennials particularly committed to range of monthly leisure activities

Indian consumers consider secure place to visit as their top travel consideration

Older generations more interested in getting value for money when travelling

HEALTH AND WELLNESS

Less strenuous exercise like daily walking or hiking the most popular exercise routine

Millennials the most interested in team sports and group classes

Millennials actively ensuring they reduce stress and maintain positive mental wellbeing

SUSTAINABLE LIVING

Indian consumers are feeling uneasy about the effects of climate change

Baby boomers leading the fight for a more sustainable lifestyle

Gen Z least concerned around green behaviours and activism

Baby boomers most perceptive to buy brands aligned with their own values

SHOPPING

Visiting shopping malls remains a major shopping attraction for Indian consumers

Older generations open to purchasing less, but want higher quality goods when they do

Consumers consistently search for established or renowned brands, far above global average

Older generations search for products that feature labels that are straightforward

Online streaming services - the most popular subscription services among Indian consumers

SPENDING

Indian consumers want to increase spending on education

Younger generations foresee increasing spending on education the most
Indians feel they are in a good position in terms of their financial standing
Less than half of Gen Z consumers feel positive about their financial position
Millennials indicating the strongest intention to build their savings in the future

TECHNOLOGY

Indians actively manage data sharing and privacy settings
Millennials most adept at using technology for online activities
Indian consumers employ a range of messaging or communication applications almost daily
Online video streaming a frequent online activity for all Indians
Millennials maintain highest frequency of weekly online activities
Consumers interact with brands by following or liking their social media activity
Millennials much more likely to engage with companies and brands online

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