

## **Consumer Values and Behaviour in India**

Market Direction | 2022-09-01 | 59 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in India.

Euromonitor's Consumer Values and Behaviour in India report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Values market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Consumer values and behaviour in India

Indian consumers have confidence in the value of their long-term investments

Millennials and Gen X want to engage with brands and appreciate tailored products

All generations believe in the value of their long-term investments

Consumers have a positive outlook but less than 30% feel they will work less in future

Nearly half of consumers feel that more activities will shift to in-person

Gen Z have most positive outlook on future happiness and finances

Community engagement is important to Indian consumers

Nearly half of respondents feel that climate change will have greater impact in future

All generations concerned about future impact of climate change

High levels of home exercise activities across all generations

Air quality is an important consideration for Indian households

Multifunctional space more important to Indian households than global counterparts

Indians eat more ready meals and order more food for delivery than global average

Indian consumers feel they eat healthier food when they don't cook for themselves

Millennials more likely to opt for the convenience of food delivery

High share of consumers look for healthy ingredients in the food and drinks they consume

To work from home and set own working hours is ideal for better work-life balance

Workforce ideally want to have a high income and secure jobs

Millennials more likely to feel under constant pressure to get things done

Nearly half of respondents socialise with friends online every week

Indian consumers enjoy going to the cinema as well as leisure shopping

Millennials are the most avid leisure shoppers

Team sports and group fitness classes not as popular as yoga/tai chi

Millennials ahead of other generations in all exercise types except walking and hiking

Traditional stress-reduction activities such as yoga remain the most popular

Consumers have more trust in labels that say products are eco-friendly

Indian consumers feel more strongly about reducing carbon emissions than global average

Indians more actively buying sustainably-produced items than global counterparts

Consumers more likely to buy from companies that share their beliefs

Shoppers enjoy visiting malls but are buying less to afford better quality

All generations demonstrate they would rather buy less, but better-quality products

Shoppers are cutting back on purchases but still prefer branded products

Gen Z less attached to well-known brands than other generations

Smartphones are used over other channels for most types of purchases

Millennials show strongest propensity to purchase via their smartphone

Over half of consumers intend to increase their spending on health

Younger generations have strongest intentions to increase spending on their health

20% of consumers (59% of Millennials) intend to cut back on their overall spending

Over half prefer online virtual experiences to real world experiences

Millennials prefer to communicate online and will share their data to receive offers/deals

Indian consumers have more online interactions with companies/brands than global average

Millennials more likely to follow a company on social media

Over 60% of consumers use mobile banking services every week

Millennials are avid users of services accessed on a mobile device

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