

Megatrends in India

Market Direction | 2022-09-01 | 58 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in India.

Euromonitor's Megatrends 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 Megatrends 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scope

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
Tata Neu joins the race for "super app" dominance
Indian app use surpasses global average for most activities
Most consumers actively manage their data settings
Millennials are the most willing to share personal information online
Friends and family remain the most trusted source of information
A return to face-to-face activities is expected post-pandemic
Experience more
Indian esports start-up FanClash eyes global expansion
Gen X are the most likely to seek tailored experiences
Socialising online is the most common at-home activity
Safety, nature and relaxation are the top three travel features
Consumers are keen to resume face-to-face activities
Middle class reset
Chosen Ones taps into the "mindful shopping" movement
Baby Boomers are the most likely to buy fewer but higher quality things
Sharing and swapping are more popular than buying used items
Gen Z are the most focused on reducing costs
Premiumisation
Sugar Cosmetics tailors its products for Indian skin tones
Busy lifestyles have prompted a yearning for a simpler life
Indian consumers are very confident about their investments
Quality is a valued feature across all categories
Shifting market frontiers
Wingreens supports local farmers and women in the supply chain
Indians have a keen interest in foreign cultures and products
Baby Boomers are the most focused on supporting local business
Shopping reinvented
StoreKing brings click-and-collect service to rural Indian consumers
Mobile shopping has overtaken other options
Indian shoppers like to engage with brands via social media
Millennials are most likely to follow companies on social media
Sustainable living
E-rickshaws provide electric car batteries with a second life
Consumers are willing to do their part to help save the planet
Reducing plastics and food waste are leading environmental concerns
Political issues also play a key part in buying decisions
Recyclable and paper packaging are considered most sustainable
Wellness
Fur Ball Story addresses canine wellness needs with a new Ayurvedic range
Indian consumers exceed the global average in all health activities
Yoga and meditation top the list of stress-busting activities
Millennials have highly embraced health tech
Consumers remain highly cautious about health and safety

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Megatrends in India

Market Direction | 2022-09-01 | 58 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com