

## **Megatrends in India**

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

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### **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.

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#### Scope

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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

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