

India: Consumer Profile

Market Direction | 2025-01-16 | 45 pages | Euromonitor

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Report description:

Population expansion, a large youth cohort, increasing life expectancy and a significant urban/rural divide shape India's complex consumer landscape. A growing middle class is fuelling demand for premium products, while a significant portion of the population grapples with various economic challenges, prioritising affordability and value. Going forward, the influence of Generation Z on consumer preferences will solidify. Meanwhile, families with children will remain the largest household type.

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Euromonitor's India: Consumer Profile 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 Economy 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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Scope

Key findings

Key drivers affecting consumers in India in 2023

How developments today shape the consumers of tomorrow

Young working-age consumers are facing major economic challenges in India

Indian women are disproportionately affected by obesity

Gen Z to continue to lead, while Gen Alpha's impact grows

Indian cities to expand, but rural population will still exceed urban in 2040

Opportunities for growth

Changing lifestyles reshape household structures

Housing market continues to develop, but lack of basic necessities persists

Senior males are expected to lead household decision-making

Digitalisation to increase significantly in India, presenting major business opportunities

Food prices increase at the fastest rate over 2023

Older generations feel more financially secure and plan to increase spending on health

Incomes to rise, but faster for men than for women

Consumer spending set to increase rapidly, with food dominating

Value for money is more important for older generations

Both well-known and niche brands can find a market in India

Many Indian respondents are trying to have a positive impact on the environment

Millennials are saving more than other generations

High salary and job security are the top work priorities for Indians

Key takeaways

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