



Consumer Values and Behaviour in India

June 2025

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Scope

HIGHLIGHTS

Consumer values and behaviour in India

PERSONAL TRAITS AND VALUES

Consumers have complex ideals, preferences and concerns in India

Older generations are concerned that the cost of everyday items are going up

Consumers in India enjoy experimenting with novel goods and services

Millennials purchase solely from brands and companies that they have complete faith in

Consumers say it is likely that they will experience an increase in financial well-being

Younger generations anticipate having to put in additional hours of work

HOME LIFE

While at home, consumers in India exercise

Safe location is the most appreciated home feature among Indians

COOKING AND EATING HABITS

Indians prefer to cook or bake dishes for themselves

Consumers in India say that someone else in household typically cooks for them

Gen Z claim that preparing meals using raw ingredients is too costly

Indians actively look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to determine their own timetable

Indians primarily desire to make a substantial amount of money

Indians say they have a strict boundary between work and personal life

LEISURE

Consumers enjoy socialising with friends online

Younger generations like engaging in personal interactions with friends

Indians prioritise safe destination when travelling

Baby Boomers expect relaxation options when travelling

HEALTH AND WELLNESS

Consumers in India participate in walking or hiking

Younger generations most likely to cycle or ride a bike for exercise

Indians are interested in yoga to improve wellbeing

SUSTAINABLE LIVING

Consumers in India are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers want to use products that are designed to reduce energy consumption

Indians utilize social and political media to voice their perspective on current issues

SHOPPING

Consumers love exploring shopping malls

Older generations say that buying eco/ethically-conscious products makes them feel good

Indians regularly seek strong or well-known brands

Baby Boomers look for items that have simple to comprehend labels

Consumers in India subscribe to digital platforms for streaming content

SPENDING

Consumers in India would like to increase spending on health and wellness

Millennials set to increase spending on health and wellness the most
Indians are satisfied with their current financial standing
Gen X can regularly save a part of their income
Saving money remains top priority for younger consumers

TECHNOLOGY

Indians are proactive in managing data sharing and privacy settings
Younger generations prefer to communicate online
Consumers use communication or messaging apps
Baby Boomers regularly stream videos
Younger consumers frequently purchase goods and services online
Indians engage with businesses' social media content
Younger generations acquire products using social media platforms

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