

Consumer Values and Behaviour in India

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Abstracts

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

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.

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.

Contents

Scope

Consumer values and behaviour in India

Indian consumers continue to take health and safety precautions when leaving the home

Gen Z consumers least concerned about rising cost of everyday goods

Indian consumers open to trying new brands, likely after they've done their own research

Millennials leading the charge in exploring new brands and eager to influence innovation

Indian consumers say they are optimistic about the future, above the global average

Especially among millennials, the outlook is that the future will be bright in India

While at home, millennials spend the most time on home activities

Safe location remains the most desired home feature

Consumers in India prefer to prepare their own meals

Consumers say that another person in the home is responsible for cooking for them

Millennials particularly prone to making excuses around barriers to cook at home

Identifying healthy ingredients and nutritional labels the most important dietary restrictions

Indian consumers less concerned about work-life balance compared to other citizens

Indian consumers primarily desire to receive a competitive income

Consumers in India maintain a strict boundary between work and personal life

Indians engage in online social activities at least weekly

Millennials particularly committed to range of monthly leisure activities

Indian consumers consider secure place to visit as their top travel consideration

Older generations more interested in getting value for money when travelling

Less strenuous exercise like daily walking or hiking the most popular exercise routine

Millennials the most interested in team sports and group classes

Millennials actively ensuring they reduce stress and maintain positive mental wellbeing

Indian consumers are feeling uneasy about the effects of climate change

Baby boomers leading the fight for a more sustainable lifestyle

Gen Z least concerned around green behaviours and activism

Baby boomers most perceptive to buy brands aligned with their own values

Visiting shopping malls remains a major shopping attraction for Indian consumers

Older generations open to purchasing less, but want higher quality goods when they do

Consumers consistently search for established or renowned brands, far above global average

Older generations search for products that feature labels that are straightforward

Online streaming services - the most popular subscription services among Indian consumers

Indian consumers want to increase spending on education

Younger generations foresee increasing spending on education the most

Indians feel they are in a good position in terms of their financial standing

Less than half of Gen Z consumers feel positive about their financial position

Millennials indicating the strongest intention to build their savings in the future

Indians actively manage data sharing and privacy settings

Millennials most adept at using technology for online activities

Indian consumers employ a range of messaging or communication applications almost daily

Online video streaming a frequent online activity for all Indians

Millennials maintain highest frequency of weekly online activities

Consumers interact with brands by following or liking their social media activity

Millennials much more likely to engage with companies and brands online

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