

Mega to Micro: Trends Shaping India's Consumers

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Abstracts

Consumer behaviour in India is changing rapidly as economic growth trickles down to a broader audience and fuels the emergence of a more confident, expectant consumer. What sets India apart is the sheer scale of its growing consumer base, which spans such a wide range of purchasing power and yet is embracing its new identity all along the spectrum. In this briefing, we highlight some key consumer traits and look at the types of categories set to perform well amid this optimism. ...

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Contents

Introduction
Socio-Economic Backdrop
Understanding Indian Consumer
Urbanisation and Connectivity
Limits to Growth
Report Definitions

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