

Megatrends in India

<https://marketpublishers.com/r/M039CBFBDC99EN.html>

Date: November 2023

Pages: 76

Price: US\$ 1,325.00 (Single User License)

ID: M039CBFBDC99EN

Abstracts

This megatrend report highlights long-term trends resulting from shifts in consumer values and behaviors. It provides a summary of Euromonitor International's 10 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.

Contents

Scope

The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Convenience

New metro lines in Mumbai help to address the city's congestion issues

Millennials are most likely to use tech to improve their lives

Consumers seek more flexibility

Shoppers want to see and touch items in-store

Convenience drives e-commerce demand

Meal kits benefit from convenience

Digital living

5G-ENABLED NOTHING PHONE (2) ENTERS INDIAN MARKET

Food delivery on the rise

Most consumers are concerned with data privacy

Millennials will sacrifice personal data for special offers

Family and friends are the most trusted information source

Consumers expect more face-to-face activity post-pandemic

Diversity and inclusion

DXC Technology partners with ICT Academy to train disadvantaged women in IT

Younger generations are the most vocal on social media

Millennials want to change the world for the better

Most Indians feel comfortable with their identity

Millennials pay the closest attention to brand values

Experience more

Kiya.ai launches India's first home-grown metaverse

People now socialise more frequently online than in person

Consumers prioritise safety and the outdoors in a holiday destination

Indians still prefer real world to online experiences

Personalisation

SkinKraft continues to expand its portfolio of tailored skin and hair solutions

Millennials are the most enthusiastic about virtual activities

Indians place importance on individualism

Premiumisation

Coffee Board of India partners with Amazon to launch four premium coffees

Consumers want a simpler life

Millennials have the most confidence in their long-term investments

Health and quality are the most prized attributes

Pursuit of value

India's first premium outlets mall opens in Delhi

Baby Boomers make do and mend

Concerns rising over increased living costs

Mindful consumption is on the rise

Gen Z are the most eager to save money

Shopper reinvented

Fabindia creates its largest Experience Center to date

Consumers need to trust brands

E-commerce is now the preferred channel in most categories

S-commerce is on the rise

Millennials interact most with brands online

Sustainable living

Single-use plastics ban in India to encourage sustainable alternatives

Most are concerned about the impact of global warming

India lags in terms of recycling activity

Reducing plastics use tops the list of green activities

Indians are keen to make their voices heard

Recyclable packaging is considered the most sustainable

Wellness

Wellbeing Nutrition joins forces with Nourish Organics to launch new health food combo

Yoga and meditation are the main antidotes to stress

Consumers are taking a greater interest in health and nutrition

Consumers are still wary of health and safety when out and about

Leverage the power of megatrends to shape your strategy today

I would like to order

Product name: Megatrends in India

Product link: <https://marketpublishers.com/r/M039CBFBDC99EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M039CBFBDC99EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970