

AT-HOME LIVING – INDIAN CONSUMER – 2021

Homebound consumers are interested in elevating their at-home experiences in order to boost convenience and their quality of life.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective
- Key issues covered in this Report

Market context

- Overview
- The pandemic forced change in at-home living
- Convenience and quality become key hygiene issues
- Consumers reimagine what home living means

What consumers want and why

- Consumers want: time-saving convenience
 - Graph 1: % of consumers who agree that 'grocery delivery services make my life at home easier' by city tier, 2021
- Consumers want: fresher, better-quality ingredients
 - Graph 2: how consumers plan on using fresh ingredients and health and wellness products in the next six months, 2021
- Consumers want: easy routes to in-home involvement

Opportunities for brands

- Leverage digital penetration to amp convenience
- Establish trust with concerned and cautious users
- Offer immersive experiences to combat isolation

The impact of COVID-19 on at-home living in India

- The outlook for at-home living
- SWOT Analysis
- The marketing mix – product
- The marketing mix – price
- The marketing mix – promotion

KEY TRENDS

- What you need to know
- Convenience claims rise to cater to home-based lifestyles
- Brands are striving to create elevated at-home experiences
- eCommerce and delivery services tackle availability constraints

Key drivers

- Consumers seek to save time and effort in the kitchen
- Health-focused consumers retain quality as a top priority in food and drink
- Spending shifts towards the home as consumers' at-home involvement grows

Global trends and how they are playing out in India

- Mintel trends highlighting at-home behaviours induced by COVID-19
- Vips Mexico launches a campaign to connect with isolated loved ones
- Mintel trend: Social Isolation
- Brands dial up awareness on quality of life
- Experiences 2021: Virtual Lives
- The desire to DIY at home remains strong

CONSUMER INSIGHTS

- What you need to know

At-home convenience is key

- Metro consumers want home-delivered groceries
- Women aged 35+ seek household appliances to aid workloads
 - Graph 3: % of consumers who agree that 'it is convenient to do household work using appliances', by gender and age, 2021
- eCommerce has enriched the home experience of SEC A consumers
 - Graph 4: % of consumers who believe that ecommerce services has enriched their home experience, 2021
- Convenient after-sales support is the need of the hour

Freshness and quality are top concerns

- Consumers aim to improve their health
 - Graph 5: how consumers plan on using the given categories in the next six months, 2021
- Parents are more conscious about the freshness of ingredients
- Gen X look for brands that prioritise the usage of high-quality ingredients
 - Graph 6: % of consumers that would like to see usage of high-quality ingredients as a priority by brands, 2021
- SEC A wants transparency in manufacturing processes and ingredients used
 - Graph 7: % of consumers that believe that brands should be transparent about their manufacturing processes, 2021

In-home involvement is at a peak

- Consumers are investing time and effort into their homes
- Family participation in household chores is crucial for metro consumers
 - Graph 8: % of consumers who believe that everyone in the family should share household chores, 2021
- Social media acts as a learning platform for Gen X male consumers

MARKET APPLICATIONS

- Opportunities: key focus areas

Opportunities for the food and drink and foodservice sectors

- Leverage hyperlocal delivery services to reach at-home consumers
- Make online grocery shopping intuitive with AI and customisation
- Introduce healthy options in DIY meal kits and ready-to-eat meals
- Bring a global palate to Indian kitchens
- Recreate premium out-of-home experiences within the home
- Focus on quality-led consumption in food for better hygiene and health

Opportunities for the health and wellness sector

- Help consumers adopt easy-to-maintain routines around preventive wellness
- Leverage the penetration of online shopping to boost home delivery of healthy solutions
- Establish the link between organic products and a healthy lifestyle
- Utilise digital tools to energise active lifestyles at home

Opportunities for the beauty and personal care sector

- Establish trust with transparent messaging and certified claims
- Mainstream organic and free-from claims to highlight safety and quality
- Leverage faith in traditional rituals like Ayurveda
- Help consumers embrace DIY rituals with tutorials and on-pack instructions

Opportunities for the homecare sector

- Support the desire to DIY with affordable appliances
- Offer time-saving opportunities at home to make room for quality family time
- Convert homecare rituals into a shared experience for the family
- Adopt a gender-neutral tone to resonate with modern households
- Catalyse the desire to elevate home interiors with inspirational tools
- Use digital touch points for support and guidance

Opportunities for the leisure and entertainment sector

- Tap into aesthetic cues and immersive experiences for gratification
- Stimulate online interactions to help consumers overcome home isolation
- Normalise in-home recreational and creative endeavours
- Use personalisation to create deeper engagement

Who's innovating

- SleepX: personalised sleep hygiene solutions

- Swiggy Bazaar: doorstep delivery of healthy options
- Xiaomi : smart home cleaner
- Indian brands dialing up the at-home experience

Global innovations

- Kohl's (US): online consultations and virtual shopping
- Taobao (China): retail live streaming
- YOAS (London): retreat at home
- Global brands are helping ease consumers' at-home living

APPENDIX

- Consumer survey methodology

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

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