

CONSUMER SPENDING PRIORITIES – INDIAN CONSUMER – 2023

In an uncertain economy, Indians seek respite in pleasure and enjoyment while looking for ways to cut costs in the long run; preventative healthcare has become a priority for parents.



A Mintel Analyst, Global Analyst



Consumer Spending Priorities – Indian Consumer – 2023

This report looks at the following areas:

- Indians' current financial situation and future financial outlook
- Key trends and market factors driving consumers attitudes towards spending
- Share of wallet of Indian consumers
- Categories consumers spend on on a monthly basis
- Financial priorities of Indians over the next 12 months
- Ways consumers are looking to improve their financial situation



In an uncertain economy, Indians seek respite in pleasure and enjoyment while looking for ways to cut costs in the long run; preventative healthcare has become a priority for parents.

Overview

Half of Indian consumers are in a sound financial position, with a majority having an **optimistic outlook**. However, due to the **global economic upheavals** caused by the climate crisis, food inflation has been high, leading to a lingering concern among consumers.

This has resulted in a hedonic approach to spending, with **half of Indians**, especially younger ones, wanting to live in the present moment rather than worrying about the future. This has led to increased spending on **apparel accessories, beauty products** and **eating out**. Brands that offer exciting experiences and a sense of escapism will be able to strike a chord with such indulgence seekers.

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At the same time, cautious consumers are **looking for ways** to achieve their financial goals – curbing discretionary spends, investing or down-trading – and brands can help them in this journey. For example, they can provide specialised solutions that help cautious consumers achieve their financial goals.

Additionally, parents, especially mothers, are investing more in **health and wellness** due to the stress associated with uncertain times and rising medical costs. There is an opportunity here for brands to offer preventive healthcare solutions for the entire family.

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Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Overview
- Outlook for Indian consumer spending priorities
- Young consumers are seeking comfort in uncertain times
- Financial priorities steer consumers to rein in their monthly spends
- Urban parents are increasing monthly spends on health and wellness for a brighter financial future

KEY TRENDS

- What you need to know

Premiumisation opportunities arise with the rising middle class

- Almost half of Indians are in a positive financial situation
 - Graph 1: consumers' current financial situation*, 2022-23
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 - Graph 2: consumers' future financial sentiment over the next year, by age group*, 2023
- Current financial optimism inspires hope for a prosperous future
- Bridging economic classes for a more egalitarian society will unlock opportunities for premiumisation
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 - Graph 3: what consumers are concerned about over the next six months, by age group*, 2023
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WHAT CONSUMERS WANT AND WHY

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 - Graph 6: monthly spending of consumers across categories, 2022 vs 2023
- Indians have increased their monthly spending on clothing and accessories and health and wellness

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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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