

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.

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

MINTEL

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.



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.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

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
- Current financial optimism inspires hope for a prosperous future
 - 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
- Premiumise offerings with a sense of relevance for Indians

Affordable indulgence grows amid inflation

- Inflation still tops the list of angst among Indians
 - Graph 3: what consumers are concerned about over the next six months, by age group*, 2023
- Food inflation prompting brands to focus on millet based alternatives
- Indians are relying on savings and plan to curb discretionary spends to tackle rising costs
 - Graph 4: spending changes consumers are planning to make*, 2023
- Offer affordable indulgence to ease budget-stricken Indians

Preventive healthcare is a new saving solution

- Indians continue to be invested in improving and preserving their health and wellbeing
 - Graph 5: consumer attitudes towards health and wellbeing*, 2023
- Indians find it worthwhile to invest more in preventive healthcare
- Make active lifestyles more enjoyable for health seekers

WHAT CONSUMERS WANT AND WHY

- What you need to know
- Indians have increased their monthly spending on clothing and accessories and health and wellness
 - 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

Hedonic needs give rise to indulgence seekers

- Half of Indians want to savour the present moment
 - Graph 7: consumer attitudes towards spending, by financial situation, 2023
- Hedonic vs Eudemonic: opportunity for brands to cash in on joyful experience seekers
- Hedonic attitude exists across age groups to alleviate prevailing stress
 - Graph 8: consumer attitudes towards spending, by age group and gender, 2023
- Most of the youth are spending on categories such as apparel/accessories and eating out
 - Graph 9: categories bought by consumers on a monthly basis, by attitudes towards spending and age group, 2023
- Urban Gen Z are spending considerably more on clothing compared to low-tier young consumers
 - Graph 10: consumers who bought clothing and accessories on a monthly basis, by city tier, generation and gender, 2023
- Clothing and accessories brands can offer urban youth the escapism they desire
- Women from low-tier cities are shopping more for beauty and personal care products compared to urbanites
 - Graph 11: consumers who bought beauty and personal care products in the last six months, by gender, age group and city tier, 2023
- Employ immersive experiences for online beauty shoppers hailing from low-tier cities
- Affluent young men from Tier 2 cities are dining out
 - Graph 12: categories consumers spend on a monthly basis, by age group, gender, city tier and SEC, 2023
- Employ delayed gratification in packaged food and drinks as a way to offer indulgence

Long-term goals give rise to cautious spenders

- Buying property and starting own venture are top financial priorities of Indians
 - Graph 13: top activities that consumers are prioritising in the next 12 months, by age group and gender, 2023
- Key cohorts as per top financial priorities of Indians
- Ways Indians are planning to improve their financial situation
 - Graph 14: ways consumers are planning to improve their financial situation, 2023
- Urban midlife women intend to save more for investing over the next 12 months
 - Graph 15: ways in which consumers are planning to improve their financial situation, by gender age group, city tier, SEC and employment, 2023
- Though young Indians are splurging on clothes and beauty products, they also plan to curb their purchases
 - Graph 16: ways consumers are planning to improve their financial situation, by generation, 2023
- Offer durability and reusability in fashion and accessories to cater to the cautious youth

Consumer Spending Priorities – Indian Consumer – 2023

- Parents are willing to trade down while shopping for daily necessities
 - Graph 17: categories spent on a monthly basis by consumers in the last six months, by ways consumers are planning to improve their financial situation, 2023
 - Graph 18: ways consumers are planning to improve their financial situation, by parental status, 2023
- Retailers can offer clear distinction or visibility of affordable private-label products
- Female urbanites in the north plan to buy their preferred brands while on sale
 - Graph 19: ways consumers are planning to improve their financial situation, by gender, age group, city tier and region, 2023
- Employ pricing innovations, loyalty programmes while offering products on sale

Health and wellness spending rises among parents

- Urbanites are stressed about the uncertainties in the global environment
 - Graph 20: consumer attitudes towards spending, by city tier and parental status, 2023
- Indians are investing in preventive healthcare for a financially secure tomorrow
 - Graph 21: consumer attitudes towards spending, by city tier and financial situation, 2023
- Finance brands enter the wellness space
- Parents want to be more in charge of their health
- Offer herbal ingredients in VMS to provide stress and sleep support
- Monthly spends on health and wellness is equally extending to mothers, across city tiers
 - Graph 22: consumers who have spent on health and wellness products on a monthly basis, by parental status and gender, 2022, 2023
- Herbal remedies in VMS also pique the interest of mothers for their children
 - Graph 23: % of VMS launches by ingredient claims, 2018-23
- Employ healthy packaged food to lure in mothers
- Young women are more focused on health compared to their male counterparts
 - Graph 24: consumers who spent on health and wellness products on a monthly basis, by age group and gender, 2023
- Provide ingestible products to offer health solutions for women

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.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850