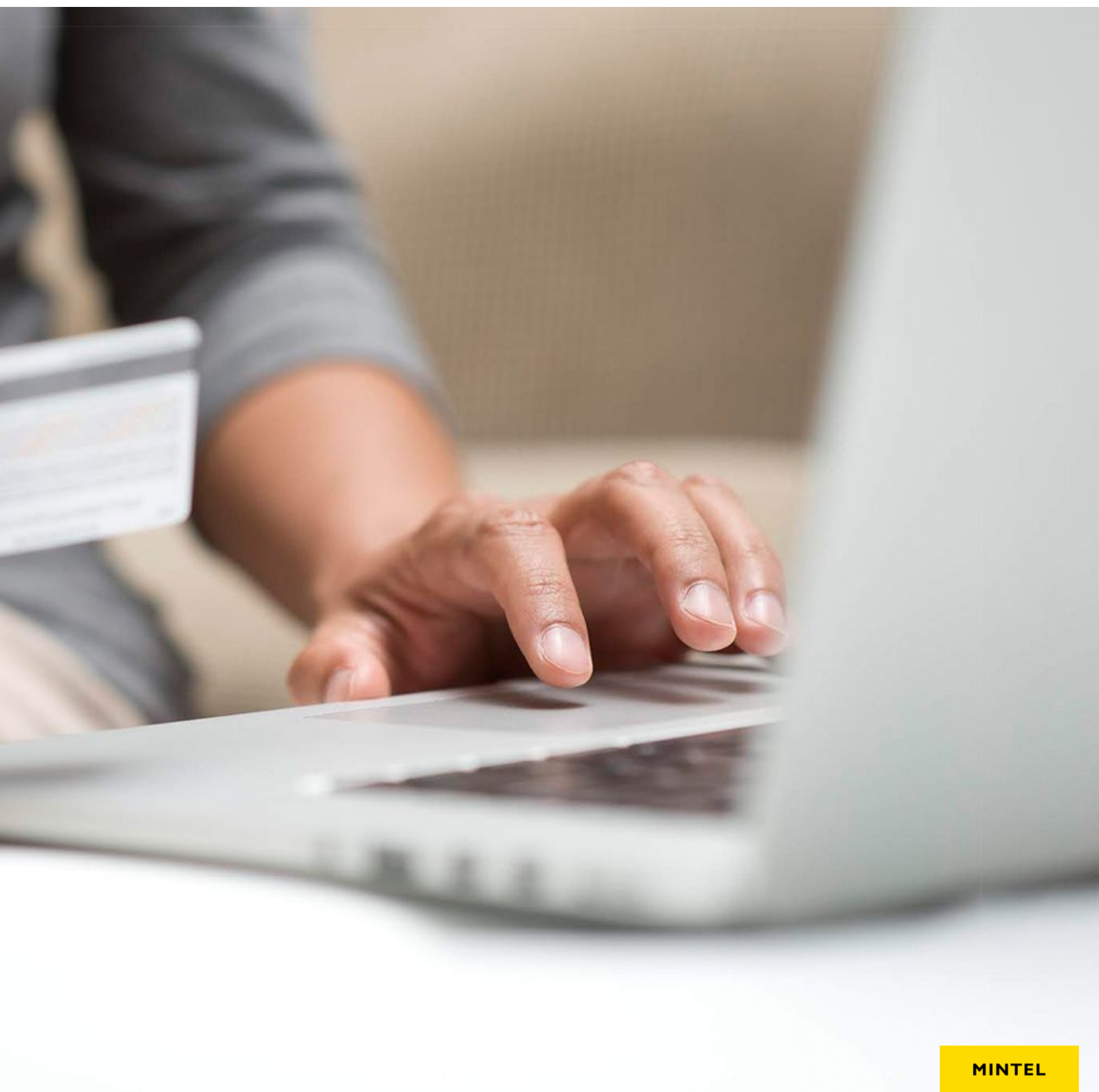


DIGITAL TRENDS – INDIAN CONSUMER – 2018

Help brands reach online consumers. Use relevant digital content to drive engagement. Provide a safe and seamless online shopping experience.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Opportunity to increase digital penetration and connect with online consumers through digital ads and e-commerce
- Meet expectations of 'on-demand delivery' for immediacy and quality
- Promote tablets for entertainment
- Introduce homemakers to the digital world
- Build brand equity through digital video ads
- Eliminate barriers to online shopping
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Affordable smartphones and data plans widen access and spur demand
- Build on the convenience and ease of the digital world
- Online marketplace brings everything to the doorstep
- Increased investment will boost e-commerce in India
- Make online transactions safe

Global trends and how are they playing out in India

- Go 'cashless'
- Demonstrate the benefits of 'going cashless' to consumers
- AI voice-activated smart speakers will change the marketing game
- Amazon 'Echo' Alexa speaker brings AI technology to homes

CONSUMER INSIGHTS

- What you need to know

Technology ownership across India

- Bridge the gender digital divide by targeting women
 - Graph 1: Personal technology ownership, by gender, April 2018
- Establish loyalty among students
- Empower homemakers with digital literacy

- Graph 2: Personal technology ownership, by working status, April 2018
- Target older consumers to adopt technology through youngsters living in extended families
 - Graph 3: Household and personal technology ownership – Select items, by family type, April 2018
- Capitalise on technology-driven consumers in Tier 2 cities
- Tailor strategies for digital uptake based on regional needs
 - Graph 4: Technology ownership – Select personal and household, by region, April 2018

Online communication and content consumption

- Communicate with female internet users via online chats and social network
 - Graph 5: Online communication activities – Select items, by gender, April 2018
- Leverage digitally active homemakers' propensity for social networking
 - Graph 6: Online content consumption – Select activities, by all and homemakers, April 2018
- Reach middle-aged internet users through news sites and blogs
 - Graph 7: Online content consumption – Select activities, by age, April 2018
- Target customers through video ads as watching videos is the most preferred digital activity
- Devise regional digital campaigns based on social media activity and consumption behaviors

Role of e-commerce in India

- Apply lessons from online clothing retail to entice purchasing across other segments
- Induce online shopping among digital savvy consumers
- Use social media and videos to connect with 18-34s to entice online purchasing with special focus on women
 - Graph 8: Online purchases – Select items, by age and gender, April 2018
- Tailor e-commerce offers with regional flavours to push online sales
- Make digital payments 'top of wallet' choice for online consumers

MARKET APPLICATION

- Opportunities: key areas of focus

Opportunities

- Become 'omni' present – move across channels to maximise coverage
- Make online shopping an experience for consumers
 - Graph 9: Online activities and consumption – Select, by age and gender, April 2018
- Tap the potential across customer groups to push online sales across the board
- Promote brands 'digitally' & 'smartly' to connect with consumers
- Drive brand value with strong emotional messages

Who's innovating

- Adopt new technology in malls to increase footfall and drive sales
- Introduce tech-based services on public transportation and at commuter hubs

- Use digital to connect consumers to artisans
- Add value to customer service by providing agricultural transparency

Global innovators

- Automation provides convenience to consumers across the board
- What's next: mine the subconscious and emotions to understand consumer desires
- Predict what consumers really want

APPENDIX

- Consumer survey methodology
- Definitions and terms

MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

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 Asia-Pacific 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