

FINANCIAL OUTLOOK – INDIAN CONSUMER – 2018

Leverage the positive financial sentiments of Indian consumers.
Concentrate on growth of smaller cities and promote indulgence across consumers.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content



EXECUTIVE SUMMARY

- What you need to know – Summary
- Focus on small cities and educate consumers on the need to indulge, backed by positive financial health
- Use mutual funds as an investment instrument to help consumers save and spend smartly
- Use a weak currency to your advantage – boost domestic industries and improve export growth
- Help senior consumers save on household expenses to spend more
- Modernise savings of tier 2 consumers – move away from gold
- Promote indulgence among homemakers
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Cash in on the positive economic outlook of India
- Vitals of the Indian economy
 - Graph 1: Overall GDP growth rate and per capita income, Jul 2015-Jan 2018
- Target youth with aspirations and high disposable incomes
- Leverage the overall development of the country – tier 2 and tier 3 cities on steep growth path

Global trends and how they're playing out in India

- The digital economy – move towards a cashless society
- Encourage consumers to go cashless

CONSUMER INSIGHTS

- What you need to know

Financial situation – current and future

- Make premium offerings to young consumers – capitalise on their financial condition
 - Graph 2: Current financial condition, by age, April 2018
- Monetise brand loyalty for widows to improve their financial situation
 - Graph 3: Current financial condition, by gender and marital status, April 2018
- Tier 2 cities follow the metro route towards financial stability
- Tap into the future with 'new' high potential hotspots – tier 2 and tier 3 cities

- Growth trajectory of tier 2 cities

Expenditure behaviours

- Design offers suited to the new choices of emerging Indian consumers
- Come up with attractive offers to lure middle-aged consumers to spend on indulgences
 - Graph 4: Consumer spending, select behaviours, April 2018
- Bundle offers for holidays and shopping to cater to modern consumer needs
- Entice South Indians with offers to attract them to shopping and travel
- Aspire tier 2 consumers to follow the Metro route
- Come up with attractive offers to lure middle-aged consumers to spend on indulgences
 - Graph 5: Consumer spending behaviour, by working status, select purchases, April 2018

MARKET APPLICATIONS

- Opportunities: key areas of focus

Opportunities

- Offer future payment options to drive sales of premium products and services
- Bundle dining out and salon vouchers with grocery shopping to encourage homemakers to treat themselves
- Promote usage of financial planning apps – focus on married consumers

What's trending?

- Indians go the digital route in payments
- Prominent digital wallets available in India
- Ride the wave of plastic money; encourage usage across consumer groups
- Build on the growth trajectory of cards – both debit and credit
 - Graph 6: Growth of debit and credit cards, 2018
- Cards adopt technology to facilitate quick transactions
- Borrow with ease to spend more – lending the new way

Global innovators

- Take a cue from innovations globally – investments to staggered payment for food

APPENDIX

- Consumer survey methodology
- Definition 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