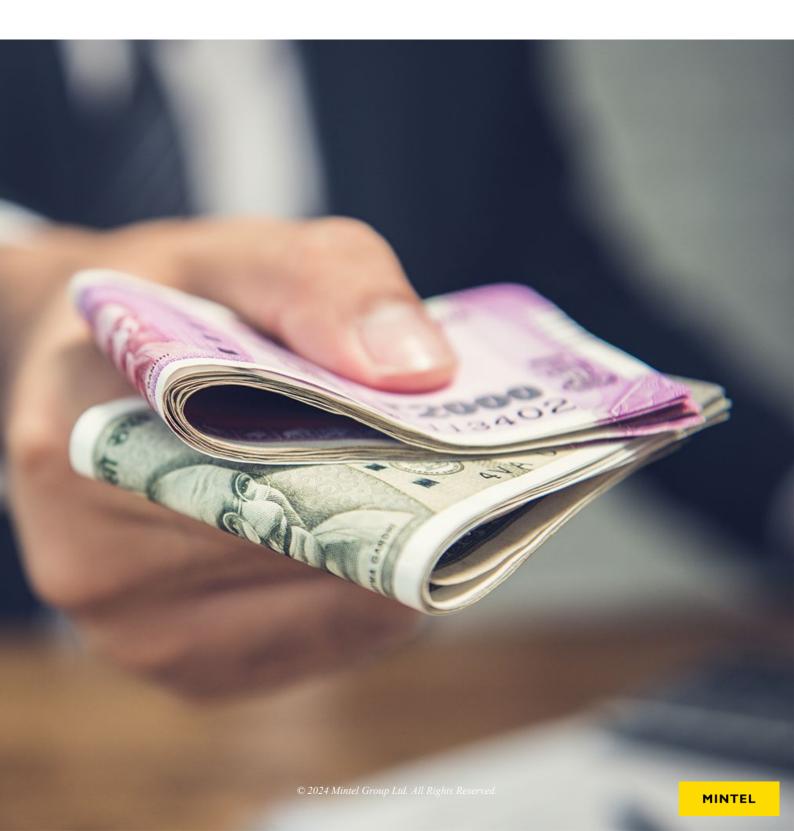
# FINANCIAL OUTLOOK – INDIAN CONSUMER – 2018

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



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# **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 GPD 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**

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