

LOCALISM – INDIAN CONSUMER – 2023

Use regional nuances to craft hyper-local narratives. Employ traditional ingredients to lift quality perceptions and emphasise ethical initiatives while localising.



A Mintel Analyst, Global Analyst



Localism - Indian Consumer - 2023

This report looks at the following areas:

- Key trends and market factors driving the love for local among Indians
- The rise of ethical consumerism in India
- Top attributes that define a 'local' product or brand to consumers
- Categories where consumers have bought local products in the last six months or intend to buy in the future
- Attitudes and behaviours of Indian consumers around local brands or products
- Opportunities to leverage Indians' support for local ingredients and products



Use regional nuances to craft hyper-local narratives. Employ traditional ingredients to lift quality perceptions and emphasise ethical initiatives while localising.

Overview

Most Indians prefer local brands and products across essential categories such as staple food, personal care, cosmetics and packaged food/beverages. This signifies a growing Trend towards supporting local businesses and communities, a development expedited by the pandemic and further fuelled by escalating geopolitical strains.

Moreover, half of the Indian population associates the term 'local' with their immediate city or surroundings rather than the entire nation (labels such as 'made in India' or 'vocal for local'). This suggests that for brands to truly strike a chord with local consumers, they must underscore the unique characteristics and intrinsic elements peculiar to a specific locale in their localisation efforts.

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

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



Consumers have also become more conscientious, **prioritising superior quality** before making a purchase. Given that traditional ingredients are **perceived as safe** for consumption, local brands can bolster their **quality perceptions** by leveraging technology while incorporating locally sourced ingredients.

Furthermore, consumers tend to align with brands that are **ethical** in their operations and champion **environmental credentials**. Brands can harness the concept of localism to underscore their commitment to **ethical practices** and **sustainable initiatives**.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

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

Definition and purpose of localism

- Mintel's perspective

Key issues covered in this Report

- Overview
- Outlook for localism among Indian consumers
- Build neighbourhood narratives to weave the local story
- Enhance quality perceptions by highlighting local sourcing of products
- Embolden ethical initiatives while localising offerings

KEY TRENDS AND MARKET FACTORS

- What you need to know

Uncertainties driving the local mindset

- The pandemic reignited India's deep appreciation for local culture and heritage
 - Graph 1: consumers' attitude towards statement 'My heritage is an important part of my identity*', 2021-23
- Global uncertainties further fuelling interests towards localism
 - Graph 2: consumer concerns over the next six months, by age group*, 2023
- The growing online discussion about local products and brands
- Government initiatives to amp up localism and self-reliance

Rise of ethical consumerism

- Ethical consumerism is on the rise among Indians
- Demonstrate community-level benefits of buying local
- Indians want brands to do the heavy lifting when it comes to the environment
 - Graph 3: consumers' attitudes towards sustainability*, 2023
- Examples of brands spearheading sustainable initiatives

Premiumisation opportunities arise using local

- Almost half of Indians are in a positive financial situation
 - Graph 4: consumers' current financial situation*, 2022-23
- Premiumisation opportunities using local ingredients/sourcing
 - Graph 5: product launches with 'local' search results and 'premium', 'limited edition' and 'novel' claims, 2018-23
- Brands that are premiumising using local credentials

WHAT CONSUMERS WANT AND WHY

- What you need to know

Go hyper-local while localising

- Five in 10 Indians associate 'local' with products that originate from their city/town
 - Graph 6: attributes that define a local product or brand, by age group, 2023
- Different facets of localism
- Consumers from the East associate localism with their city or immediate neighbourhood the most
 - Graph 7: attributes that define a local product or brand, by region, 2023
- Localise through highlighting regional culture
- Food service brands that are offering hyperlocal offerings
- Champion glocalism by tailored offerings reflecting local culture
- McDonald's celebrates India's rich regional musical culture using its jingle
- Young urbanites prioritise local products that originate from their own community more than low-tier youth
 - Graph 8: attributes that define a 'local' product, by city tier and age group, 2023
- Associate 'local' with signature elements of a specific regional locale
 - Graph 9: attributes that define a 'local' product, by region, 2023
 - Graph 10: attributes that define a 'local' product, by city tier, SEC and region, 2023
- Emphasise specific regional references while going local
- Tap into escapism themes by using fragrances that highlight specific locales

Enhance quality perceptions using 'local'

- Indians rely on 'local' brands for essentials
 - Graph 11: categories where consumers have bought local brands in the last six months and intend to buy in future, 2023
- Freshness and superior quality are key factors considered by Indians beyond just low price
 - Graph 12: top factors considered while purchasing products, 2023
 - Graph 13: top factors considered while purchasing products, by parental status, 2023
- Superior quality perceptions of local brands/products drives usage in daily essentials
 - Graph 14: top factors considered while purchasing a product, by buyers, non-buyers and considerers of local brands in staple foods, 2023
- Promote superior quality and health perceptions through traditional local ingredients
- Brands can help consumers to identify superior quality while buying local
- Address price sensitivity while offering traditional/local ingredients in packaged food and drinks
- Entice young women from North and East with local cosmetic products
 - Graph 15: consumers who have bought local brands in the last six months in cosmetic products, by age group, region and city tier, 2023
- Indian D2C beauty brands are leveraging local traditional ingredients

Localism – Indian Consumer – 2023

- Harness scientific ingredients to foster trust in Ayurvedic beauty and personal care products
- Offer transparency in local offerings to build trust among urbanites
- CHAID Analysis – attitudes towards localism
- Weave a local story with ingredients and flavours to drive authenticity
- Leverage technology to boost transparency in sourcing

Drive ethical perceptions using 'local'

- Young urbanites have developed an ethical consciousness
 - Graph 16: top factors considered while purchasing products, by city tier and age group, 2023
- Male urbanites seek more eco credentials from local brands
 - Graph 17: attitudes towards localism, by gender and city tier, 2023
- Brands using local elements to draw on sustainability
- Promote circularity to win eco-conscious youth
- Take on ethical responsibilities to uplift local underserved communities
- Global chaos is sparking the love for local
 - Graph 18: consumer attitudes towards localism, by age group and city tier, 2023
- Urbanites seek more ethical initiatives from global brands
 - Graph 19: attitudes towards localism, by age group and city tier, 2023
- HP calls for greater support for local artisans and businesses
- Global retailers instilling greater support for local businesses and communities

APPENDIX

- Consumer survey methodology
- CHAID analysis

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

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

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