

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.

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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**.

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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

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 - 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
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- Demonstrate community-level benefits of buying local
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WHAT CONSUMERS WANT AND WHY

- What you need to know

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- Five in 10 Indians associate 'local' with products that originate from their city/town
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- McDonald's celebrates India's rich regional musical culture using its jingle
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 - 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

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

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- 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.

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