

MANAGING STRESS - INDIAN CONSUMER - 2020

As the ongoing crisis raises consumer stress, and mental wellbeing now a mainstream issue, consumers are seeking more stress aids or calming products to help them cope.



A Mintel Analyst, Global Analyst



Report Content



EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- Pandemic and recession heighten consumer stress
 - Graph 1: "To what extent are you worried about how the outbreak might affect your lifestyle?", March-Sep 2020
- Evolving consumer needs add pressure
- Celebrities mainstream stress and mental health issues

Consumer insights

- What you need to know - key groups
- Women: focus on convenience coupled with indulgence
 - Graph 2: stress relieving methods, by gender, May 2020
- Over 45s: mainstream stress relieving products
 - Graph 3: causes of stress, by age group, May 2020
- Low tier consumers: promote holistic health

Opportunities

- Rope-in celebrities to mainstream mental well-being
- Take inspiration from brands raising awareness of mental health
- Promote sleep aids for those suffering from a lack of sleep
- Take a cue from global sleep aid launches
- Offer de-stressing foods by day parts
- Promote known stress-busting ingredients
- Leverage stress-reducing technology
- Use digital tech to provide stress management
- Promote grooming products as a medium for stress management
- Leverage social support to deal with stress
- Break stereotypical portrayals to reduce social stress

IMPACT OF COVID-19

- Outlook for managing stress in India
- Stress issues - the growing recognition of a growing problem
- Stress issues - recent issues making the problem worse

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- Stress issues – solutions sought where brands can help
- Stress issues – wider issues for brands to be aware of
- Worries around domestic growth and unemployment deepen
 - Graph 4: "What impact do you think the COVID-19 outbreak will have on the following factors in the next six months?", 11-21 Sep 2020
- Communicate positive sentiments to help people get through
 - Graph 5: "Compared to your usual spending habits, what do you expect to spend more on in each of the following categories over the next month?" – select, May-Sep 2020
- People take to domestic travel and short getaways
- Brands step in to offer indulgences
- The market mix – Product
- The marketing mix
- The marketing mix – Placement

KEY TRENDS

- Talk to consumers about the positive future; encourage them to stay patient
- Offer support for mental health issues
- Make de-stressing a way of life

CONSUMER INSIGHTS

- What are the stress factors for consumers

Psychosocial stress

- Women affected by psychosocial stress factors more than men
 - Graph 6: Key reasons of psychosocial stress, by gender, May 2020
- Key symptoms of psychosocial stress
- Global products offering stress relief
- How people cope with psychosocial stress
- Psychosocial stress – by age
- Brands can step in to ease financial strain of consumers
- Financial stress and family issues – top concerns across regions
- Metro consumers stressed by finances and family issues
 - Graph 7: Key reasons of psychosocial stress, by city tier, May 2020
- Help reduce high stress levels of working women
- Promote equality and inclusiveness in advertisements

Physical Stress

- Offer products to help soothe stress caused by health issues – across genders

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- Graph 8: Key reasons of physical stress, by gender, May 2020
- Key symptoms associated with physical stress
- Social support helps people cope with physical stress
- Take inspiration from global products aimed at women's health
- Cater to growing need for healthy living among people
- Address health-related stress issues for older consumers
 - Graph 9: key reasons of physical stress, by age, May 2020
- Focus stress relieving methods for West India
- Understand the growing stress levels in low tier cities
 - Graph 10: Key reasons of physical stress, by city tier, May 2020
- Offer products to help de-stress those in extended families

Social Stress

- Campaign to help women deal with societal pressures
 - Graph 11: Key reasons of social stress, by gender, May 2020
- Innovate around sleep aids for those under social stress
- Social stress leads people to consume stress relieving products
- Curate age appropriate stress relieving products
- Innovate with stress relieving foods for West India's consumers
- Cater to the high stress levels in low tier cities due to social norms
 - Graph 12: Key reasons of social stress, by city tier, May 2020
- Understand social stress needs by lifestage

KEY LAUNCHES

- Popular brands step in to create awareness about mental health
- Take a cue from advertisements talking about quality time with loved ones
- Leverage technology to offer services on meditation and counselling
- Food brands focus on de-stressing, calming products during lock-down
- Recent food and drink launches focus on de-stressing and relaxing
- Take inspiration from global food and drink launches with de-stressing and calming claims
- Extend de-stressing claims to beauty and personal care in line with global launches

APPENDIX

- Consumer survey methodology

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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