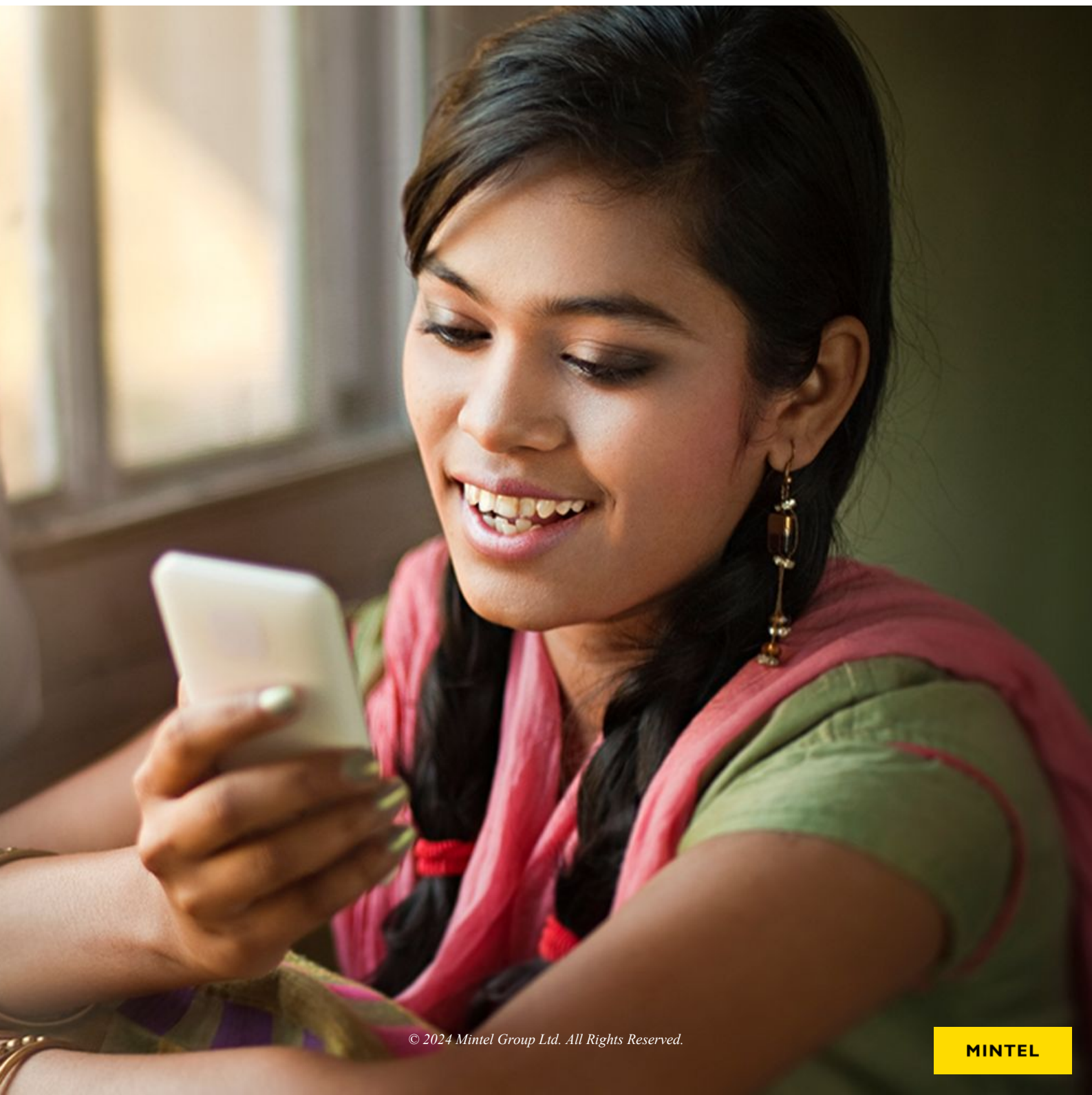


# MARKETING TO GEN Z – INDIAN CONSUMER – 2023

Focus foremost on highlighting value for financially prudent Gen Z consumers; nudge them towards eco-habits and delight them digitally to capture their attention.



A Mintel Analyst, Global Analyst



# Marketing To Gen Z - Indian Consumer - 2023

## This report looks at the following areas:

- Global uncertainties and how it will shape out for Gen Z consumers
- Gen Z's focus towards ethical and sustainable initiatives
- Priorities of Indian Gen Z consumers
- Product categories Gen Z consumers place high importance on
- Factors affecting spending behaviours of young consumers; elements they are willing to spend on
- Gen Z's technology and social media habits
- Opportunities for brands to promote products/services to Indian Gen Z consumers



Focus foremost on highlighting value for financially prudent Gen Z consumers; nudge them towards eco-habits and delight them digitally to capture their attention.

## Overview

Indian Gen Z consumers are motivated to attain their dreams of [owning a home, driving a car and travelling abroad](#) at a young age. Given the [current global economic uncertainties](#), they have realised that **financial prudence** is the only way to achieve their goals. This is reflected in their purchasing habits, with [91%](#) of Gen Z consumers prioritising savings for future goals.

They are on the lookout for affordable products and are [avid deal hunters](#) in their everyday purchases. As a result, brands' top priority should be to provide **affordable, long-lasting, value-for-money products** to these cash-strapped young consumers.

Furthermore, the younger generation is witnessing first-hand evidence of inequality issues and [climate change-related mishaps](#) all around them, contributing to their eco anxiety. Despite

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their strong ethical stance, Gen Z consumers make few efforts to incorporate sustainable activities into their daily lives, **encouraging brands to 'eco-engage'**.

With the **increased trust in social media** and evolving usage, brands must **identify emerging trends and find novel ways to engage with them digitally**.

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# Report Content



## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- Generational definitions
- Who are Gen Z and what has shaped them?
- The outlook for Indian Gen Z consumers
- Gen Z consumers prioritise saving money in order to achieve their goals
- Clearly communicate the perceived value of products to target Gen Z consumers
- Gen Z consumers value initiatives that are ethical and sustainable
- Brands need to 'eco-engage' young consumers and also focus on being fair instead of fake
- Trust in the online ecosystem encourages Generation Z to become true digital natives compared to their predecessors
- Identify emerging trends in social media usage and engage while aligning with Gen Z's likes and interests
- Quick download resources

## KEY TRENDS AND MARKET FACTORS

- What you need to know

### Money worries of young Indians

- Recurring disasters cause perpetual uncertainties
- Bleak economic outlook amongst young Indians
  - Graph 1: consumers' financial outlook over the next year or so, by age groups\*, 2023
- Affordability and value are of utmost importance

### Gen Z appears to advocate causes

- Individuality is key to Gen Z consumers
- Young eco-anxious activists are change makers
- Indian Gen Z's growing interest in eco dating can be a new way to tap this cohort

### Evolving social media usage

- Young Indians enamored with Instagram Reels
- Identify popular and emerging subcultures to target young Indians on social media
- The rising authenticity concerns of Gen Zers call for brands to preserve the integrity of influencers

## WHAT CONSUMERS WANT AND WHY

- What you need to know

### Cater to Gen Z's value-first approach

- The majority of Gen Z share similar goals and aspirations with their predecessors
  - Graph 2: top priorities that consumers want to achieve at an early stage, by generation, 2023
- Gen Z is a generation in pursuit of their goals at a very young age
- Gen Z consumers emphasise the importance of saving money to achieve their goals
- Cash-strapped Gen Z consumers focus on financial independence
  - Graph 3: how employed Gen Z gets their spending money, 2023
- Thus, brands must be laser-focused on value for money
- Offer longer durability or adaptability as added value for Gen Z consumers
- Price gamification as a way to target Gen Z consumers
- Give young consumers more options and higher-quality private label products
- Assist young consumers in their desire to learn new skills while also generating interest in specific categories
  - Graph 4: categories where Gen Z consumers have spent in the last six months, by their priorities in life, 2023
- Experiences attract the younger generation in terms of spends
  - Graph 5: categories that consumers have spent the most on in the last six months, by generation, 2023
- Premiumise eating out by providing fun and novel experiences
- Empower experience-hungry Gen Z with easy and affordable travel options

### Next, prioritise ethics and sustainability

- Ethics and sustainability are important to Gen Z
- Wokeism of the younger generation is primarily driven by the elevated class
  - Graph 6: Gen Z consumer attitudes towards the statement "One should care about social and ethical issues", by city tier and socio-economic groups, 2023
- Empower young consumers through volunteering and promoting equality
- Gen Z consumers who support localism spend more on dining and home entertainment
  - Graph 7: categories where Gen Z consumers have spent the most in last six months, by their attitudes towards local products, 2023
- Premiumise food outlets or brands using local ingredients and flavours to attract Gen Z
- Partner with regional content in OTT platforms to increase relevance amongst Gen Z consumers
- Help Gen Z consumers in their efforts towards sustainable activities
  - Graph 8: sustainable activities done regularly in the last six months, by generation, 2022
- Nudge Gen Z consumers towards incorporating sustainable habits
- Provide proof or evidence to avoid greenwashing
- Incentivise sustainable initiatives to increase uptake among Gen Z consumers

# Marketing to Gen Z – Indian Consumer – 2023

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- Circular fashion will resonate well with young consumers

## Engage with true digital natives

- Trust in the online ecosystem has made Gen Zers true digital natives
- Social media is a double edged sword
- Promote safe use of social media channels amongst young consumers
- Engage with Gen Zs through playful and unique content
- Online connections are important to Gen Z consumers who prioritise international travel
  - Graph 9: Gen Z consumers' behaviour towards the statement "It is more interesting to make new friends and engage with them online rather offline", by their priorities, 2023
- Participate in ongoing movements to garner support from Gen Z
- Internet buffs are spending more on beauty and grooming products
  - Graph 10: Gen Z consumers who spent more on beauty and grooming products in last six months, by attitudes towards online shopping and engagement, 2023
- While influencing, align with their likes and interests
- What's next in technology for Gen Z?
  - Graph 11: Gen Z's attitudes towards the internet and social media, strongly agree, by city tier, 2023
- Create novel experiences by leveraging technology to bridge physical and digital worlds
- Drive ethical and sustainable initiatives in the metaverse to resonate with Gen Z consumers

## APPENDIX

- Consumer research 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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