Keep appearance as a main point when communicating product benefits; capitalise on facial haircare/shaving products to promote skincare benefits.
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.

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1. Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

2. Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

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