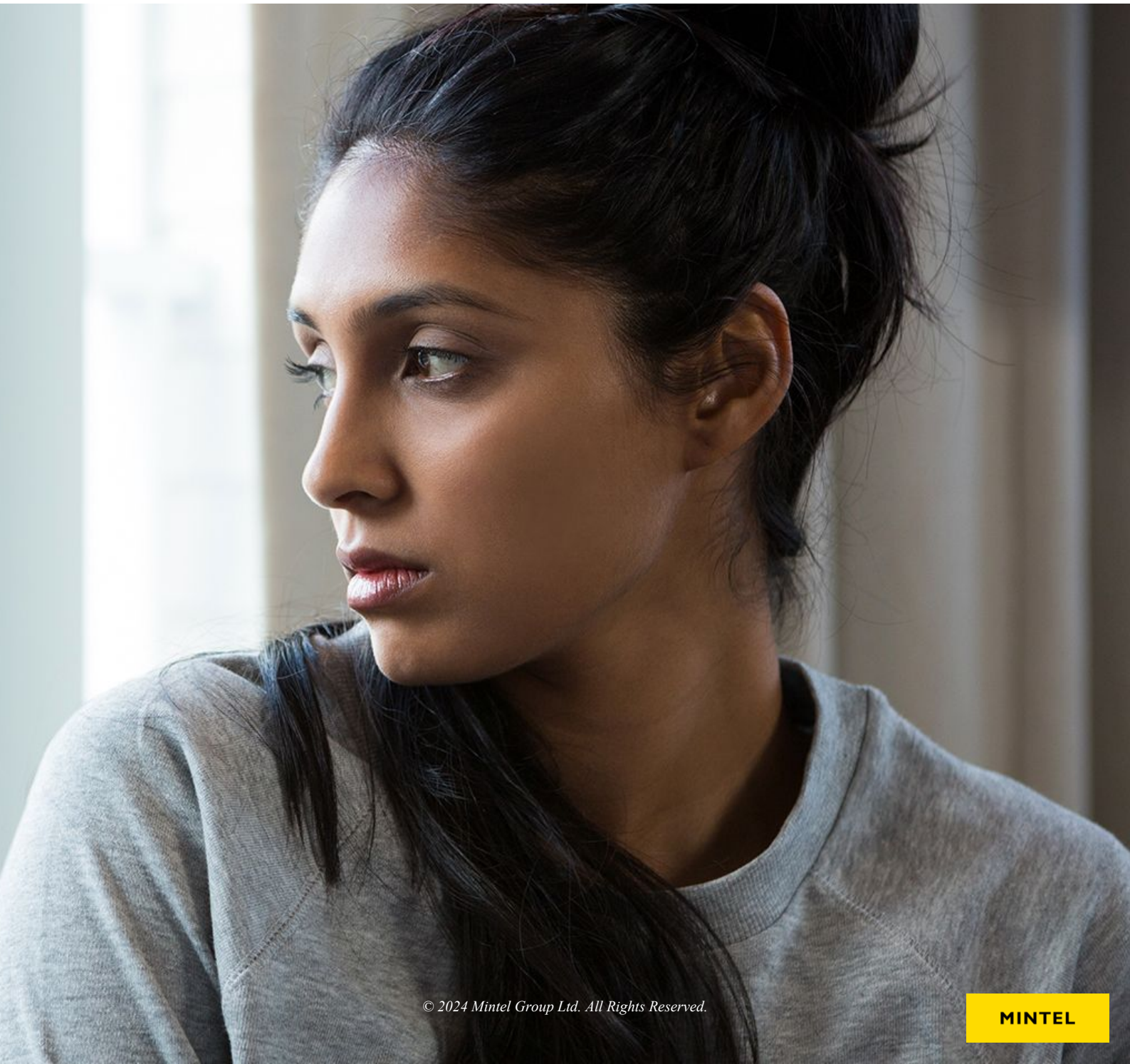


# MENTAL/EMOTIONAL WELLBEING – INDIAN CONSUMER – 2021

The pandemic has influenced Indian consumers to pay closer attention to their mental wellbeing. This creates opportunities for brands to support emotional health.



A Mintel Analyst, Global Analyst



## Report Content



### EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Market context

- The pandemic has diminished emotional wellbeing
- Mindset shift

### What consumers want and why

- Consumers want: better rest
- Consumers want: a mind/body connection
- Consumers want: easy, informal solutions

### Opportunities

- Open up a dialogue
- Spread joy
- Cater to young consumers
  - Graph 1: % of consumers who experienced each symptom more since 2019, 2021

### KEY TRENDS

- Mintel Trend: Total Wellbeing
- Address the mind/body connection
- Mintel Trend: Help Me Help Myself
  - Help consumers meet their goals
    - Graph 2: agreement with "I'm prepared to make short-term sacrifices for the sake of my long-term health"\*, 2021
- Mintel Trend: Mood to Order
  - Provide mood management
- Mintel Trend: Open Diary
  - Brands must break down barriers

### KEY DRIVERS

- What you need to know
- Slowing growth may lower optimism
  - Graph 3: % GDP growth forecast, 2021

- Unemployment concerns can drive dissatisfaction
  - Graph 4: unemployment rate by country, 2020
- Third wave fears prey on the minds of Indian consumers

## CONSUMER INSIGHTS

- What you need to know

### Emotional experiences

- A need for support among rising stress levels
  - Graph 5: changes in emotional experiences, 2021
- Mental and emotional wellbeing for consumers: by key groups

### Stress drivers

- Stress treatments have substantial audience
- Age is a primary indicator of stress levels
  - Graph 6: consumers' daily stress level\*, by gender, age, employment status, 2021
- Financial strain and work stress are key to resolve
  - Graph 7: % of respondents who agree each item is a stress driver, 2020
- City living can elevate stress

### Managing overall wellbeing

- Media brands have room to provide emotional relief
  - Graph 8: % of respondents who use each tactic to manage emotional wellbeing, 2021
- Use media to calm, instead of excite
- Women eager for informal wellbeing solutions
  - Graph 9: % of adults who used each tactic to manage emotional wellbeing, 2021
- Young consumers are willing to try new coping methods
- Provide indulgence as a way to unwind

### Dealing with sleeplessness

- Sleep solutions can resonate with consumers
  - Graph 10: change in sleep symptoms, 2021
- Sleep solutions can exist across categories
- Modernise sleep products
- Incentivise a good night's sleep

### Opening the conversation about mental health

- Consumers support open conversations; brands should too
- Professional guidance is only pursued by 1 in 3 adults

## MARKET APPLICATIONS

- What you need to know
- Solutions can sit in many categories

### Homecare

- Match soothing scents with high design
- Boost mental clarity with calming scents
- Bring the outdoors, indoors

### Health and wellbeing

- Combine science and nature in sleep solutions

### Beauty and personal care

- Soothing fragrances are a low-cost stress buster
- Address exhaustion and restlessness with beauty features
- Promote emotional balance along with other healing properties

### Leisure, entertainment and retail

- Position hobbies as wellbeing activities
- Schedule joyful programming
- Learn from learning platforms
- Retail therapy for wellbeing

### Beverages

- Beverage brands can get more specific
- Play up sensory cues for relaxing teas
- Combine physical and mental wellness properties
- Fun is an underutilised wellbeing offering
- Pair health with indulgence

### Food

- Food can nourish mind, body and soul
- Nourishment with emotional wellbeing
- Boost energy to improve emotional state

## 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.

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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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