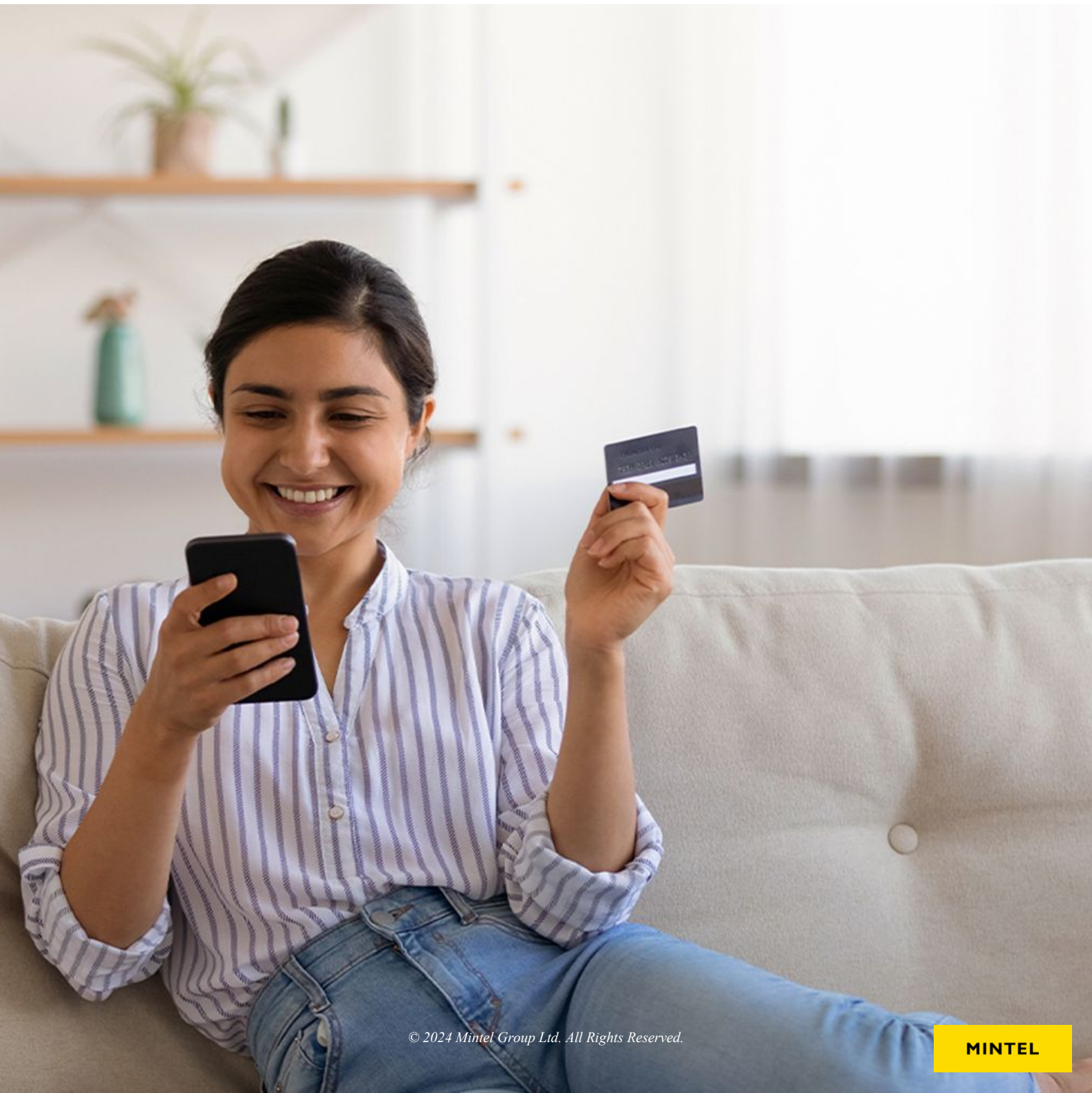


# ONLINE VS OFFLINE RETAIL – INDIAN CONSUMER – 2023

Offer urbanites unique offline shopping experiences while enhancing online shopping for lower-tier shoppers. Envision omnichannel approaches leveraging emerging tech.



A Mintel Analyst, Global Analyst



# Online Vs Offline Retail – Indian Consumer – 2023

## This report looks at the following areas:

- Key drivers of offline retail post-pandemic
- Factors driving online shopping in lower-tier cities
- India consumers' online shopping frequency
- Consumer purchases of product categories by online and offline channels
- Preferred online shopping platforms of Indian consumers
- Attitudes towards online and offline shopping

## Overview

A majority of Indian consumers have reverted to offline channels for their shopping needs in the last six months, with nearly **six out of 10** consumers having not shopped online during this period. **Light online shoppers**, defined as those who shop one to three times a month, are mainly young shoppers from **metropolitan** and **Tier 1 cities**.

Urban consumers' longing to shop in-store is born from two sources; firstly, a **distrust** of online shopping when it comes to price and quality, and secondly, a yearning to break free from the shackles of lockdown and **savour novel experiences**. Brands that engage consumers with **experiential stores** and provide a **convenient** shopping experience will be embraced by such shoppers.

On the other hand, an ever-growing majority of **lower-tier affluent consumers** are turning to online channels. **Social commerce** is becoming the preferred source of online shopping for



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them and initiatives such as **convenient shopping options and online shopping festivals** can be used to further penetrate this market.

Finally, some consumers, specifically Older Millennials, have adopted a **hybrid approach** to shopping. They take time to scour the web for the best deals and products before making any in-store purchases, prompting brands to employ an **omnichannel approach** that incorporates immersive technologies.

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# Report Content

## EXECUTIVE SUMMARY

- Mintel's perspective

### Key issues covered in this Report

- Overview
- Outlook for offline and online retail in India
- Classification of online shoppers as per frequency of online shopping
- The desire to experience products in stores has led urbanites to flock to offline shopping
- The desire to experience products in-store has led urbanites to flock to offline shopping
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## Online vs Offline Retail – Indian Consumer – 2023

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# 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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