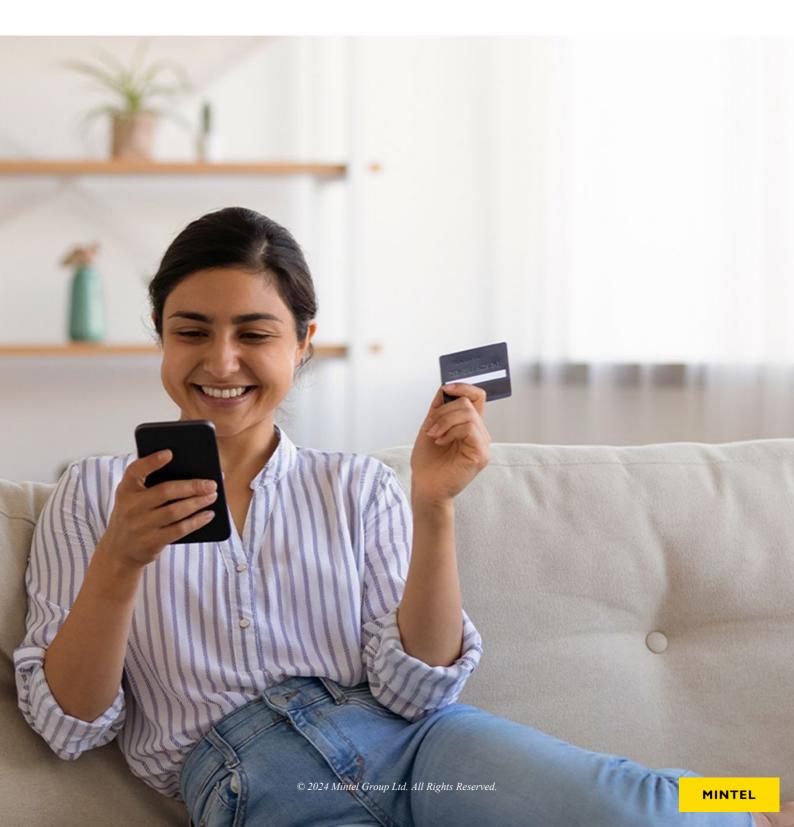# ONLINE VS OFFLINE RETAIL – INDIAN CONSUMER – 2023

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

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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.

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
- Affluent lower-tier consumers are attracted to online shopping due to its unrivalled ease and options
- Millennials desire an omnichannel shopping experience
- Quick download resources

KEY TRENDS AND MARKET FACTORS

- What you need to know

Offline 'retailtainment' growing in India

- Detoxing uncertainty by embracing new experiences
  - Graph 1: factors driving Indian consumers' behaviour around experiences, 2023
- The rise of experiential stores as the driving force of the Indian retail industry
- Employing technology to enhance experience in physical stores

Digital infrastructure revolutionising the ecommerce landscape

- Convenience-fuelled shopping in the digital age
  - Graph 2: key factors driving consumer behaviour around value, 2023
  - Graph 3: consumers' smartphone activities in the last three months, 2023*
- Closing the digital divide: bridging the gap in lower-tier cities' connectivity
- Digital payments gaining momentum in emerging cities

The phygital wave in retail

- Digital native brands are opening brick-and-mortar stores
- Curbside pickup is gaining traction in India, mirroring the US
- Growing use of emerging technologies in online spaces

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WHAT CONSUMERS WANT AND WHY

- What you need to know
- The pendulum is swinging back from online to offline shopping in the post-pandemic era
  - Graph 4: consumers' use of online services at different stages of the COVID-19 pandemic, 2021

Capitalise on the endless affection for offline shopping

- Indian consumers have a preference for offline shopping over online channels
  - Graph 5: Indian consumers' online shopping frequency in the last six months, by gender and age, 2023
- Despite online growth, post-pandemic, Indians prefer to shop offline
- Young urban consumers are mostly 'average' and 'light' online shoppers
  - Graph 6: light, average and heavy online shoppers, by age group, city tier and employment, 2023
- The two T's driving offline over online shopping amongst urban dwellers: 'Trust' and 'Touch'
- The predominance of offline shopping over online channels across categories
  - Graph 7: purchases of particular products/categories, by online or offline channels, 2023
- The difference in shopping habits: essential vs discretionary items
- Revolutionise the offline retail experience with mobile stores for both essential and discretionary items
- Tap into urban consumers' desire to escape from hyper-digital lifestyles
- Engage urban consumers with multifaceted, experiential stores
- Spotlight on: Subko Specialty Coffee Roasters
- Host events and workshops to lure in urban ethical consumers
- Offer flexible spaces to make offline retail convenient for urban consumers

Unlock lower-tier consumers' online shopping potential

- Affluent lower-tier consumers are shopping more online compared to urban Indians
  - Graph 8: classification of online shoppers per frequency of online shopping, by city tier and socioeconomic group, 2023
- Online shopping's haven of variety and bargains drives lower-tier affluent consumers
- Engage with consumers using cutting-edge technology to deliver laser-focused options in beauty and personal care
- Offer innovative deals on online farm-to-table platforms
- Lower-tier consumers increasingly shop personal care products online
  - Graph 9: personal care products bought offline and online in the last six months, by online shopping frequency and city tier, 2023
- Lower-tier average online shoppers are purchasing more clothing and accessories online than urban consumers
  - Graph 10: clothing and accessories shopped in-store or online in the last six months, by online shopping frequency, 2023
- Social commerce gains traction across socio-economic groups in lower-tier cities
  - Graph 11: lower-tier consumers online shopping platforms used in the last six months, by socio-economic group, 2023
- Utilise social commerce as a way to tap into lower-tier consumers' appetite for online shopping
- Capitalise on online shoppers' interest in livestreaming from trusted influencers

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- Discounts on bulk purchases and fast and flexible delivery are the key drivers of online shopping
- Leverage technology to improve shipping options, offering consumers more control

Offer consumers the best of both worlds
- Older urban Millennials prefer to compare prices online vs offline before making purchases
  - Graph 12: consumer attitudes towards online and offline shopping, by generation, 2023
- It is preferable to search products online before making purchases: CHAID analysis
- The best of both worlds: combining online convenience and offline experience for optimal shopping
- Employ omnichannel strategies in groceries to offer a combination of online and offline shopping
  - Graph 13: consumers' top platforms shopped online in the last six months, by attitudes towards online and offline shopping, 2023
- Leverage AI and chatbots to improve online search experiences
- Showcase the emotional appeal of offline shopping even in online platforms
- Highlight the economic benefits of online shopping to lure in urban consumers
  - Graph 14: consumer agreement that rising fuel prices have made online shopping more important than ever, by city tier, 2023
- Average online shoppers are driven by unique shopping experiences
- Revitalise retail experiences through innovative technologies
- Employ gamified shopping experiences to gain attention from hybrid shoppers
- Offer immersive shopping experience in ecommerce

APPENDIX

- Consumer research methodology
- CHAID analysis
- TURF analysis

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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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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