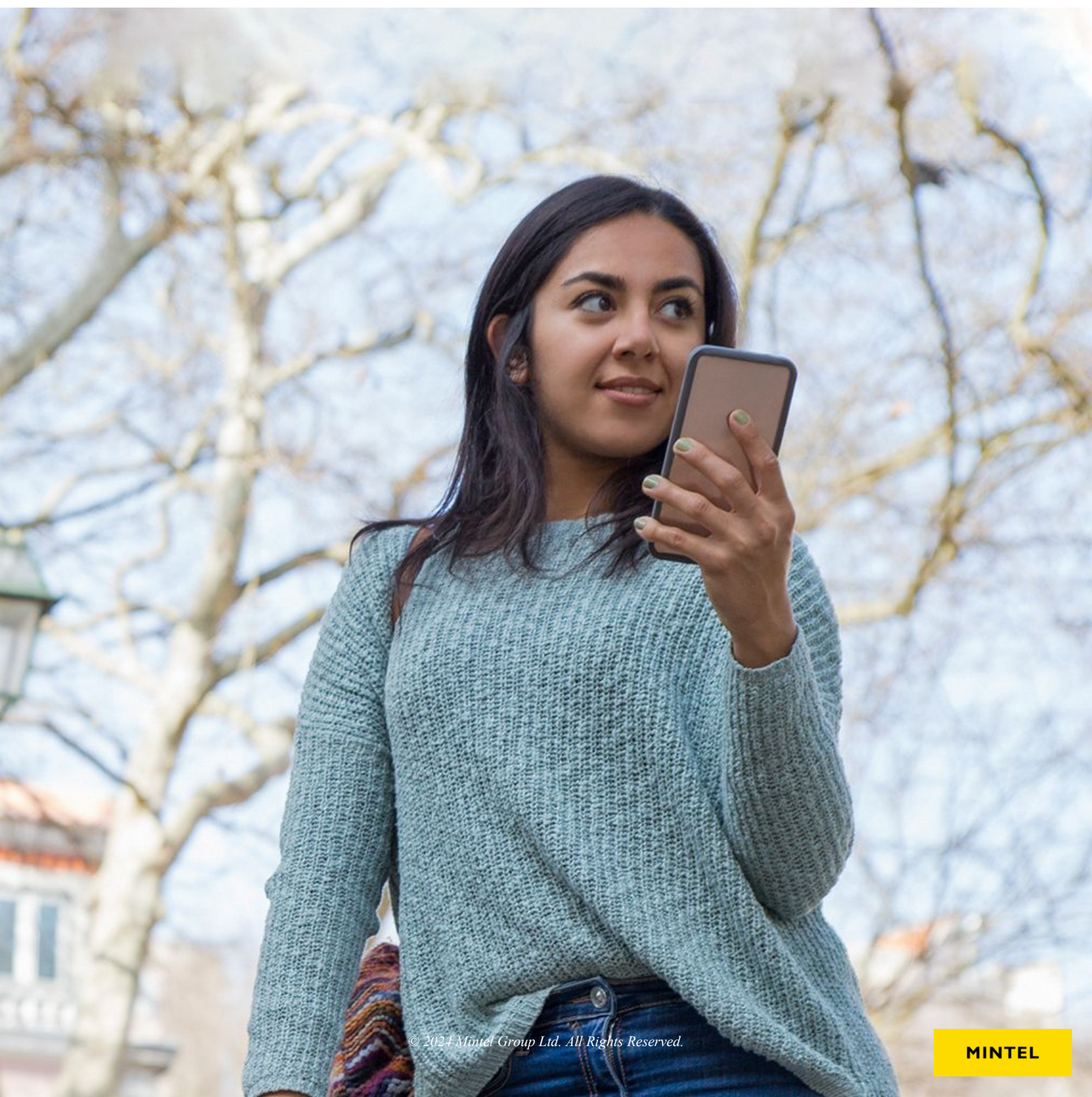


SOCIAL MEDIA INFLUENCE – INDIAN CONSUMER – 2020

Utilise social media's influence to drive societal changes. This will build brand equity and establish strong resonance with an evolving consumer base.



Saptarshi Banerjee,
Senior Research Analyst –
Lifestyle, India



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Mintel's perspective

Market context

- Online bloggers gain popularity
- Beauty blogging helps to increase awareness among consumers
- Social media the preferred mode of communication
- Popular social media posts
- Digital promotions to reach out to younger consumers
- Political leaders adopt social media platforms
- Negative impact of social media

Consumer takeaways

- What's happening now
- What will happen next
- What it means to you

Opportunities

- Drive social issues through social media platforms
- Provide a holistic experience to online shoppers
- Help in the search for expert opinion
- Take social media beyond entertainment; bond with different cohorts on an emotional level in a sensitive and discrete manner
- Enhance social media offering to help consumers cope with pressure
- Be the stamp of authenticity

KEY DRIVERS

- Availability of data
- Positive financial sentiment
- Growing aspirations: Makeup, grooming, dressing, travel
- Changing value systems
- Titan Raga talks about how to accept yourself

WHAT CONSUMERS WANT AND WHY

Sense of identity through social media platforms

- Promote consumption of social media among women
- Promote consumption of social media among women
 - Graph 1: Consumption of social media platforms, by age and gender, Dec 2019
- Leverage female influencers to talk to women about evolving choices and lifestyles
- Online giant talks about gender equality through the lens of children
- Brand positioning is important for younger consumers
- Guard the online presence of consumers and brands
- Devise relevant, casual content to help attract consumers from South India
 - Graph 2: Consumption of social media platforms, by region, Dec 2019
- West India's tryst with social media
- Establish strong connection with Tier 1 consumers through social media
- Use Tier 1 social media influencers to reach out to smaller cities
- Consumers in extended families show high engagement with social media
 - Graph 3: Social media platform usage, by family structure, Dec 2019
- Understand consumer need for 'me time'

Experiences sought by consumers

- Target middle-aged consumers with innovative social media advertisements
- Target middle-aged consumers with innovative social media advertisements
 - Graph 4: Social media behaviour, by age, Dec 2019
- Incentivise social media engagement of younger consumers
- Brand engagement activities driven by big players
- Resonate with regional mindsets to devise digital campaigns
- Tap into consumers from West India to help spread information
 - Graph 5: Social media behaviour, by region, Dec 2019
- Harness the power of the social media enthusiast
- Leverage the growing social media engagement of Tier 3 consumers
- The new delivery app Supr shows how working women are a norm and men are equally responsible for household chores
- Tap into the high engagement showcased by consumers living in extended families

LAUNCH ACTIVITY AND INNOVATION

- Valentine's Day special campaigns on social media
- Womens day on social media
- Social media campaigns globally

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.

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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