Euromonitor International

Consumer Lifestyles in India

September 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in India 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Indians are worried about the rising cost of everyday items
Gen Z prioritise time for themselves
Consumers say that their identity is acknowledged and embraced by the broader society
Millennials seek curated experiences that are tailored to their tastes
Half of consumers expect to do more work in future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Studying is a key Gen Z home activity
The majority of consumers socialise in person weekly
Consumers in India want a secure place to visit when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Millennials are most likely to track the calories in what they eat
Baby Boomers are most likely to state someone else cooks for them
A quarter of Indians believe that going out for a meal is more convenient
Baby Boomers closely read nutrition labels
Consumers are willing to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Millennials prefer to work for companies committed to ethical and social responsibility
Consumers in India want to have a job that allows for a strong work-life balance
Gen X seek to receive good training
Consumers expect to work from home in the future
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Respondents participate in walking or hiking
Massage is a popular stress-reduction activity among younger generations
Indians consider health and nutritional properties to be the most influential product feature
Millennials frequently visit health-related or medical sites
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Indians make purchases more frequently when there is loyalty program or membership
Baby Boomers like to visit shopping malls
Baby Boomers seek products with easy to understand labels
Younger generations say they often rent items for specific occasions instead of buying them
Consumers in India often share/swap items or services

Millennials often engage with customer support agents via social media channels
Consumers primarily trust friends and family recommendations
Consumers expect to increase spending on education the most
Gen Z are most likely to rely on financial support from friends and family
Shopping and spending survey highlights

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