



Consumer Lifestyles in India

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in India 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents feel concerned that the cost of everyday items are going up

Time with children: Most prioritised by older generations

Consumers in India feel comfortable expressing their identity with friends and family

Younger generations more likely to immerse themselves in online simulations

Millennials say it is likely that they will experience an increase in financial wellbeing

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Studying: More popular among younger generations

Younger generations use generative AI to assist with daily activities

Energy efficiency: Most desired home feature by older generations

Urban or inner city location: Most desired external feature by Gen X consumers

Consumers in India desire secure place to visit when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers look for healthy ingredients in food and beverages

Gen X says that food from restaurants tastes better

Younger generations eat snacks while at work

Baby Boomers closely read nutrition labels

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Younger generations want to be comfortable in expressing their identity at work

Consumers desire to have a job that enables an equilibrium between work and personal life

Millennials seek to acquire effective career coaching

Consumers expect to work from home in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Respondents walk or hike for exercise

Yoga remains popular among all Indian generational cohorts

Indians consider health and nutritional properties to be the most influential product feature

Millennials actively use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers try to embrace a minimalist lifestyle

Baby Boomers look for reputable or popular brands

Gen X wants personalised and tailored shopping experiences

Younger generations try to acquire goods and services that are sourced locally

Consumers often share/swap items or services

Millennials regularly follow or like companies' social media feeds or posts

Millennials buy items online

Consumers expect to increase spending on health and wellness the most

Gen X consumers feel at ease with their present monetary state

Shopping and spending survey highlights

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