



**Euromonitor
International**

Megatrends in India

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Scope

INTRODUCTION: MEGATRENDS FRAMEWORK

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

CROSS-TREND COMPARISON: INDIA

Consumers will prioritise digital solutions and innovative shopping journey

CONVENIENCE

Convenience

Flipkart launches ultra-fast delivery service

Shoppers favour time-saving products and services

Digitally-savvy consumers take a growing interest in smart home technology

In-store shoppers are attracted by the possibility of better warranties

Flexibility to order anytime, anywhere is most appealing to millennials in online shopping

Indians seek more convenient alternatives to home cooking

DIGITAL LIVING

Digital living

BoAt shakes up wearables with affordable smart ring

Indians exceed their global peers in all areas of tech use

Consumers become more aware of the need to protect their data

Millennials are the least averse to sharing data, but prefer anonymity

Indians have deeper trust in personal recommendations than in brand messages

Consumers expect more face-to-face interactions in future

DIVERSITY AND INCLUSION

Diversity and inclusion

Vi aims to combat loneliness with message of inclusivity and togetherness

Indians generally more focused on community than their counterparts around the world are

Millennials are most supportive of political and social issues

Most people feel a sense of belonging

Brand trust is crucial to Indian shoppers

EXPERIENCE MORE

Experience more

Instagram introduces new service in India to aid aspiring content creators

Indians have a strong sense of connection, both in-person or online

Consumers favour family holidays

Shoppers are attracted to innovative in-store experiences

PERSONALISATION

Personalisation

Samsung launches new range of AI-enabled, customisable refrigerators

Digitally-savvy Indians are excited by virtual experiences

Eagerness for self-expression drives demand for personalisation

PREMIUMISATION

Premiumisation

Indian skin care brand Hyphen focuses on natural and science-backed ingredients

Innovation focuses on convenience and uniqueness

Millennials are most eager to engage with brands to influence product innovation

Health claims are the main draw for food shoppers

PURSUIT OF VALUE

Pursuit of value

Flyrobe empowers independent fashion rental stores through partnership scheme

Shoppers embrace the sharing economy

Consumer confidence is hit by rising living costs

Repurposing becomes more prevalent

Indians will continue to spend, but more frugally

SHOPPER REINVENTED

Shopper reinvented

Gen Z-focused fast fashion app NewMe set to expand its physical store network

Celebrity endorsements are considered trustworthy

Shoppers enjoy the omnichannel experience

Social commerce takes off in India

Millennials are the most eager to engage with brands online

SUSTAINABLE LIVING

Sustainable living

Coca-Cola partners with Reliance Retail to launch plastics recycling scheme in India

Conscious consumerism gains traction

Ethical credentials are being scrutinised by consumers

Indians are becoming more aware of the need for waste management

Consumers are not afraid to air their views online

Shoppers most support packaging that is recyclable or compostable

WELLNESS

Wellness

Fast&Up and NOTO launch hydrating ice lollies to combat the effects of extreme heat

Mindfulness activities are seen as crucial to mental wellbeing

Indians take a keen interest in keeping fit

Consumers remain alert to issues of personal safety

APPENDIX

Leverage the power of megatrends to shape your strategy today

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