



Euromonitor  
International

# India: Consumer Profile

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Key drivers affecting consumers in India in 2023  
How developments today shape the consumers of tomorrow

## POPULATION AND SOCIETY

Today 2023: The majority of India's population is under the age of 30 years  
Young working-age consumers are facing major economic challenges in India  
Indian women are disproportionately affected by obesity  
Tomorrow 2040: Even though ageing will accelerate, population composition will stay young  
Gen Z to continue to lead, while Gen Alpha's impact grows  
Indian cities to expand, but rural population will still exceed urban in 2040  
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## HOUSEHOLDS AND HOMES

Today 2023: Indian households are larger than THE global and regional averages  
Changing lifestyles reshape household structures  
Housing market continues to develop, but lack of basic necessities persists  
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## INCOME AND EXPENDITURE

Today 2023: The lowest income class E dominates social class composition in India  
Food prices increase at the fastest rate over 2023  
Older generations feel more financially secure and plan to increase spending on health  
Tomorrow 2040: Rural/urban income gap is set to decrease in India  
Incomes to rise, but faster for men than for women  
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Case study: Restaurant chain start-up expands its presence in the Delhi NCR region

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Many Indian respondents are trying to have a positive impact on the environment  
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Key takeaways

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