Scope
The drivers shaping consumer behaviour

Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt

Convenience
New metro lines in Mumbai help to address the city’s congestion issues
Millennials are most likely to use tech to improve their lives
Consumers seek more flexibility
Shoppers want to see and touch items in-store
Convenience drives e-commerce demand
Meal kits benefit from convenience

Digital living
5G-enabled Nothing Phone (2) enters Indian market
Food delivery on the rise
Most consumers are concerned with data privacy
Millennials will sacrifice personal data for special offers
Family and friends are the most trusted information source
Consumers expect more face-to-face activity post-pandemic

Diversity and inclusion
DXC Technology partners with ICT Academy to train disadvantaged women in IT
Younger generations are the most vocal on social media
Millennials want to change the world for the better
Most Indians feel comfortable with their identity
Millennials pay the closest attention to brand values

Experience more
Kiya.ai launches India’s first home-grown metaverse
People now socialise more frequently online than in person
Consumers prioritise safety and the outdoors in a holiday destination
Indians still prefer real world to online experiences

Personalisation
SkinKraft continues to expand its portfolio of tailored skin and hair solutions
Millennials are the most enthusiastic about virtual activities
Indians place importance on individualism

Premiumisation
Coffee Board of India partners with Amazon to launch four premium coffees
Consumers want a simpler life
Millennials have the most confidence in their long-term investments
Health and quality are the most prized attributes

Pursuit of value
India’s first premium outlets mall opens in Delhi
Baby Boomers make do and mend
Concerns rising over increased living costs
Mindful consumption is on the rise
Gen Z are the most eager to save money
Shopper reinvented

Fabindia creates its largest Experience Center to date
Consumers need to trust brands
E-commerce is now the preferred channel in most categories
S-commerce is on the rise
Millennials interact most with brands online

Sustainable living
Single-use plastics ban in India to encourage sustainable alternatives
Most are concerned about the impact of global warming
India lags in terms of recycling activity
Reducing plastics use tops the list of green activities
Indians are keen to make their voices heard
Recyclable packaging is considered the most sustainable

Wellness
Wellbeing Nutrition joins forces with Nourish Organics to launch new health food combo
Yoga and meditation are the main antidotes to stress
Consumers are taking a greater interest in health and nutrition
Consumers are still wary of health and safety when out and about
Leverage the power of megatrends to shape your strategy today

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