
2024

Consumer Life Report

NIQ



Values

Indian consumers place significant importance on environmental preservation, patriotism, knowledge, and individuality. They rate pleasure highly but show less focus on enjoying life and leisure activities. Compared to global norms, material security is a lower priority for them.

Mood

Indian consumers place significant importance on environmental preservation, patriotism, knowledge, and individuality. They rate pleasure highly but show less focus on enjoying life and leisure activities. Compared to global norms, material security is a lower priority for them.

Lifestyles

Indians actively participate in environmental activities despite facing barriers. They have a more positive outlook on aging, with a notable expectation that future retirees will take on caregiving roles rather than focusing on house projects. Current retirees, however, tend to engage more in hobbies and travel than anticipated.

FMCG Purchase Attitudes

Indian shoppers are more likely to scrutinize product labels and prefer items that align with their personal beliefs. They value product provenance and brand quality over price and customization. They are more inclined to buy in-store items online from other merchants and are less engaged with social media shopping.





Tech attitudes

Indians have a generally positive outlook on technology's future impact, though they exhibit some hesitation towards AI. They are upbeat about technological advancements and their potential benefits.

Tech Ownership/ Purchase/Intent

Indians use tech devices at average to high rates, particularly favoring smartwatches and fitness bands. They show notable interest in technologies such as alternative engines and self-driving cars, reflecting a forward-looking approach to tech.

Tech Use/Activities

Indians engage frequently with technology, maintaining average use of streaming services and high daily visits to social media. They place significant importance on social media for entertainment and news/information.

Gaming/social media/ Video streaming

Indian consumers have an average engagement with video gaming and streaming services. They visit social media daily and consider it a crucial source for both entertainment and information.

NIQ *Category Behavior*

Automotive

Indian households are somewhat less likely to own cars, with a preference for hatchbacks over sedans. Electric scooters and motorcycles are more popular, and there is strong interest in alternative engines and self-driving cars. Indians find electric vehicles appealing due to their environmental benefits.

FMCG Consumer Preferences

Indians are less likely than average to use tobacco or alcohol and are more focused on the health and environmental impacts of food and personal-care products. Personal expression through appearance is also a significant aspect of their lifestyle.

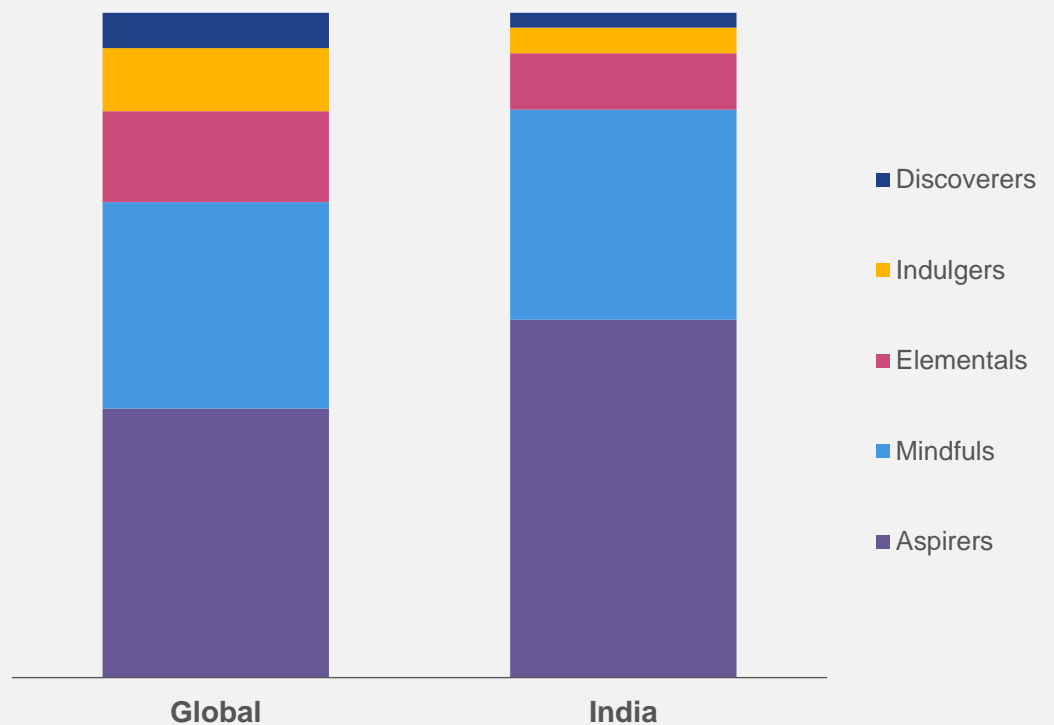
Home

Indian homes are generally larger than average, though many residents are unsure of their exact size. Homes are seen as a reflection of personal expression, aligning with the Indian value of individuality.

Values segments

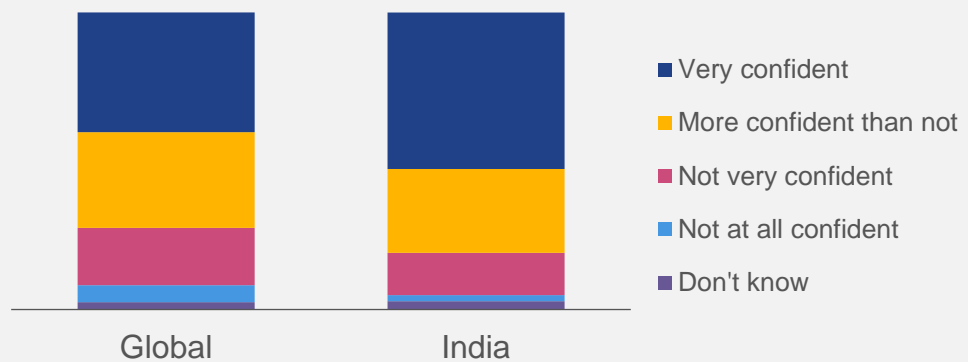
% distribution

Aspirers	<p>Key values: Social recognition, Status They are busy and successful, yet on the verge of insecurity. Brands may help them feel better, especially if they appeal to people's self-image as go-getters.</p>
Mindfuls	<p>Key values: Spirituality, Working hard These are people who are dedicated to living life well. This involves taking care of their physical and emotional health and their families.</p>
Elementals	<p>Key values: Helpfulness, Modesty, Thrift, Simplicity, Respecting ancestors They are selfless and domestic, the antithesis of Aspirers and Indulgers. Their caregiving nature extends to the environment, too.</p>
Indulgers	<p>Key values: Enjoying life, Leisure, Pleasure, Material security They are self-centered pleasure seekers who aren't too worried about anyone else. As long as they have the money they need to play, they're happy.</p>
Discoverers	<p>Key values: Freedom, Creativity, Curiosity, Open-mindedness, Learning, Knowledge, Social tolerance, Equality, Internationalism They are ethical explorers, open to everything the world has to offer. They appreciate nature, cultures, and people, and are concerned about treating them well.</p>



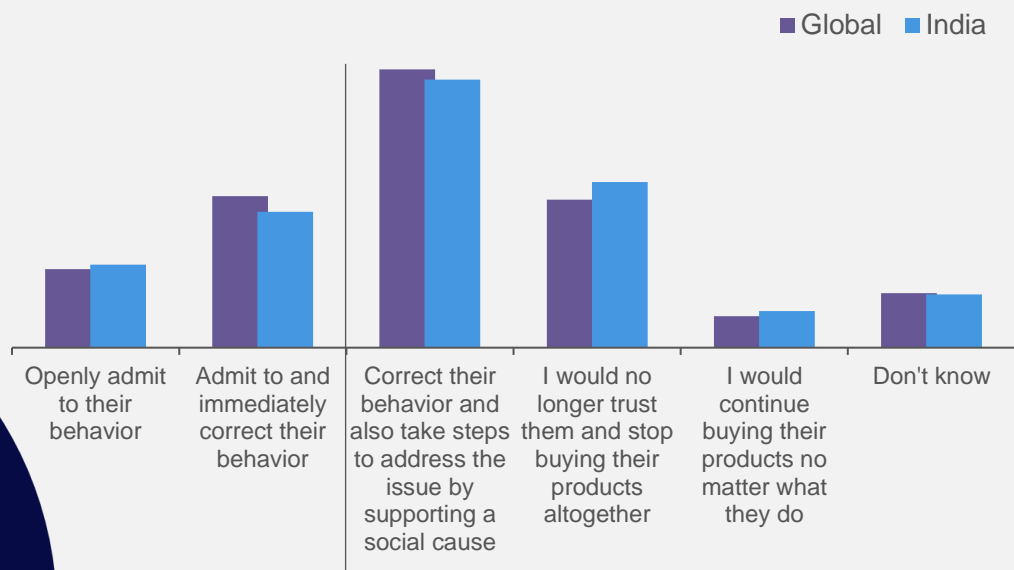
How confident are you that 12 months from now your personal economic situation will be better than it is today?

%distribution



If a company engaged in unethical environmental business practices, what would they need to do to convince you to keep buying their products?

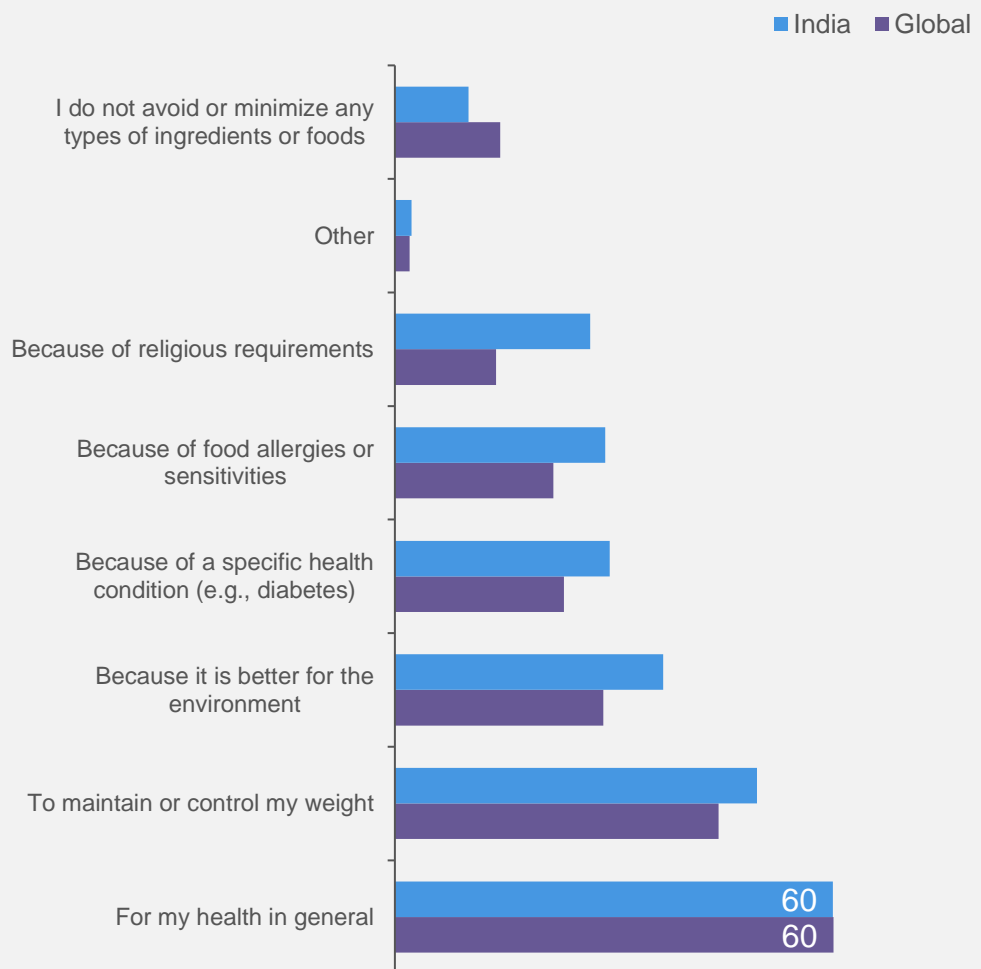
%



Food ingredients

Do you avoid or minimize any types of ingredients or foods in your diet for any of the following reasons?

% yes

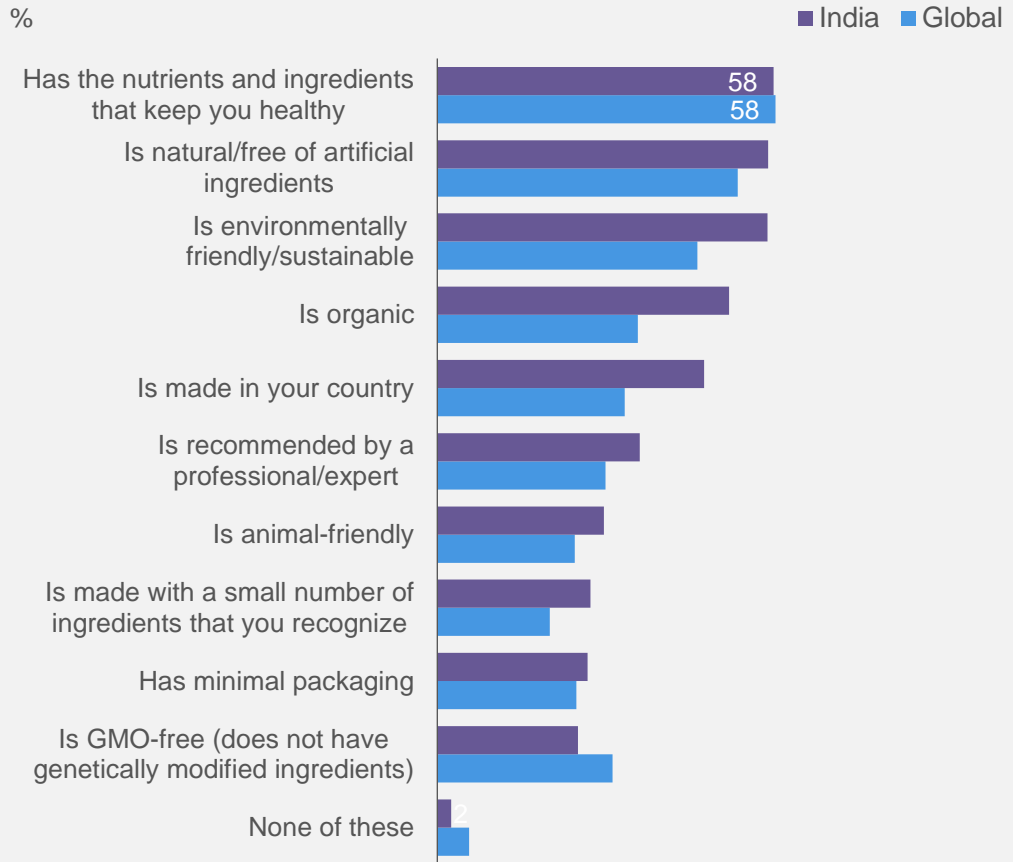


NIQ Consumer Life Global 2024, F28 (global = 18 countries)



Factors influencing food/personal-care purchases

When you shop for products you consume or put on your body (e.g., food, medication, beauty products), which of these influence your purchase decisions?

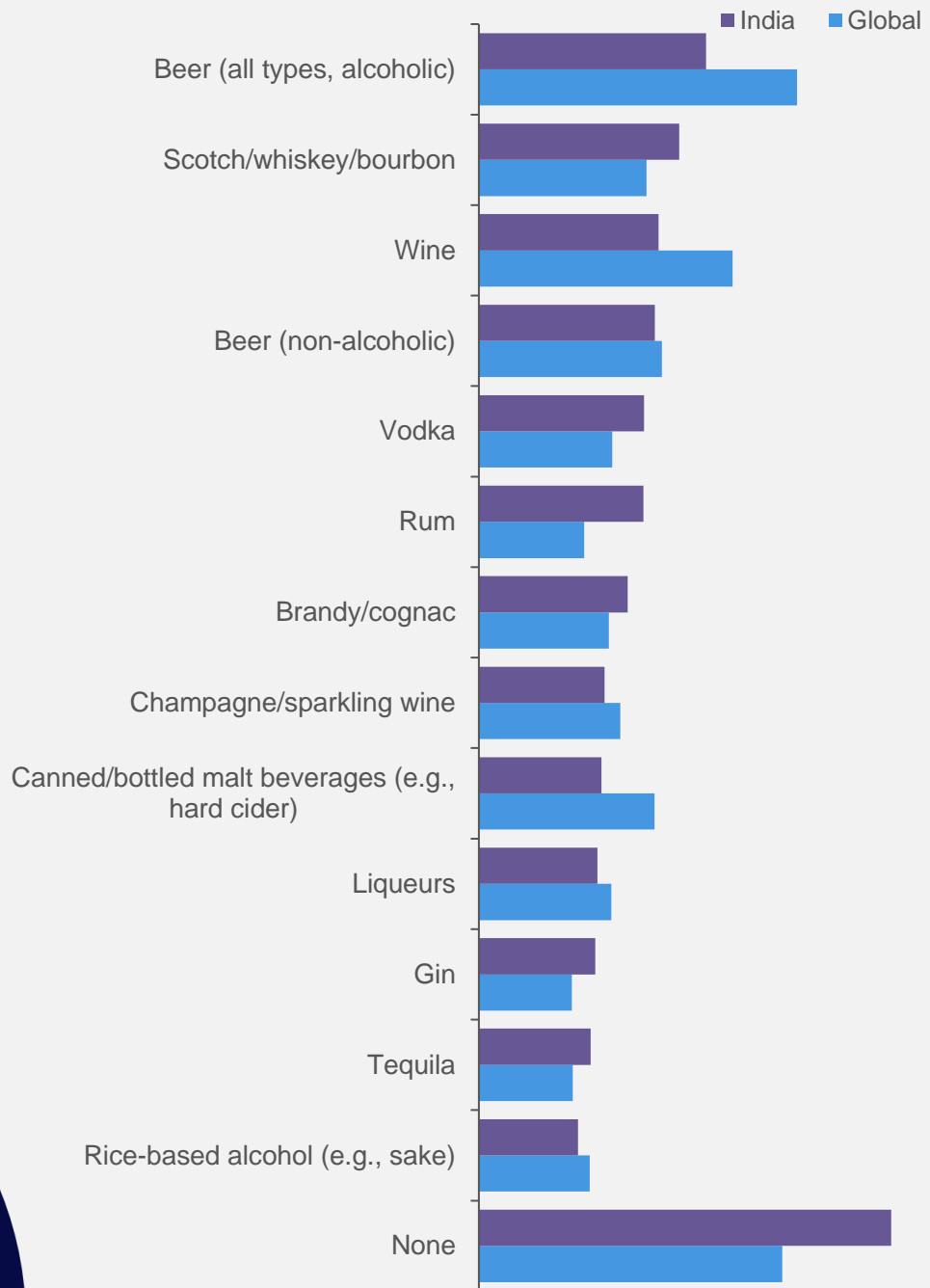


NIQ Consumer Life Global 2024, H28 (global = 18 countries)



Adults who drink beverages* monthly or more often

%

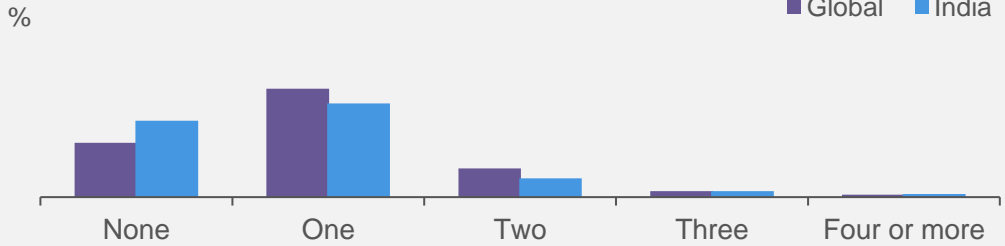


NIQ Consumer Life Global 2024, F4a (global = 18 countries); *asked of those of legal drinking age, not asked in Saudi Arabia or UAE



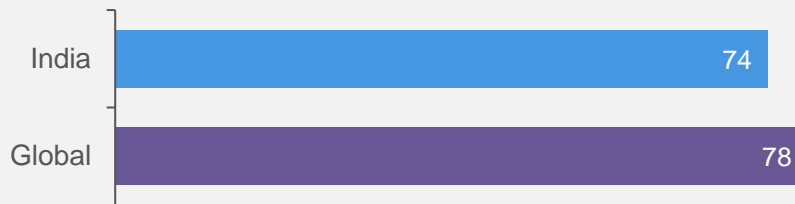
Vehicles owned, driven, and types driven

How many cars or trucks does your household have?



Do you, personally, drive this car/truck?

% yes, based on those whose household owns a car/truck



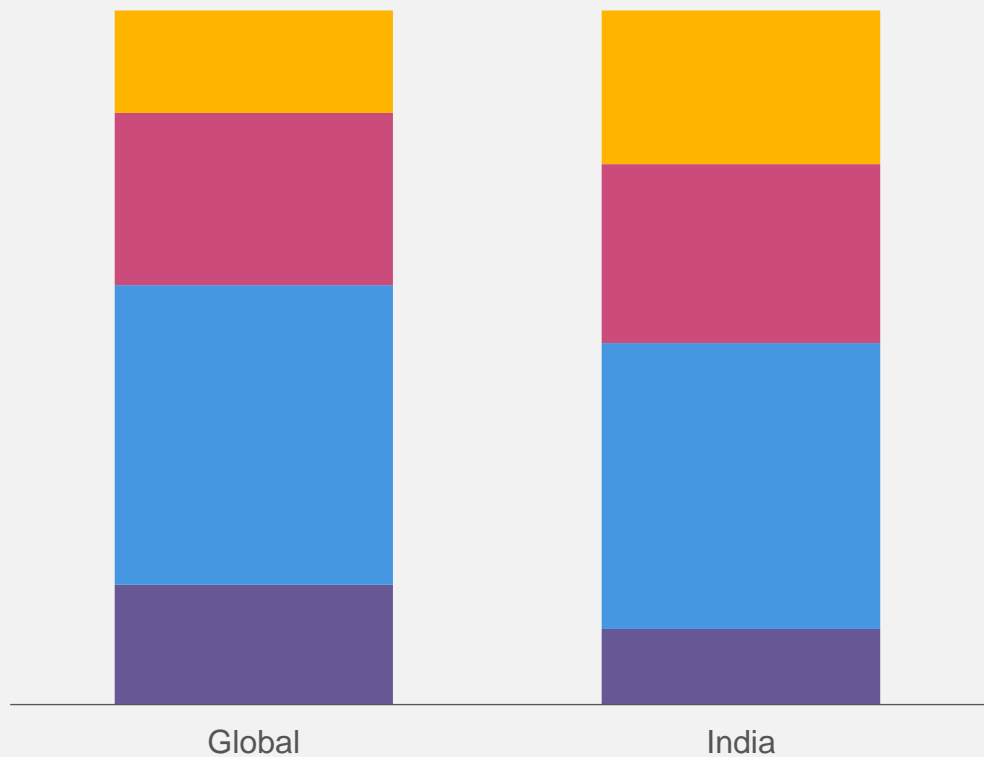
Which of these vehicle types do you drive the most?

%, based on those who drive a household vehicle

Vehicle Type	% who drive	Δ from global
Sedan (2- or 4-door)	33%	-11 pts
SUV	xx	x
Hatchback (3- or 5-door)	xx	x
CUV	x	x
Microcar/micro compact car/smart car	x	x
Sports car	x	x
Minivan	x	x
Pickup truck	x	x
Other	x	x



If you were going to purchase a car, which of the following would you most likely consider assuming that all these options are available from your preferred brand(s)?
% distribution



- A self-driving car that is 100% autonomous and needs no driver input
- A partially self-driving car where the driver has the option to let the car drive itself
- A car that has advanced driver-assist features
- A car that does NOT have driver-assist features and is NOT self-driving

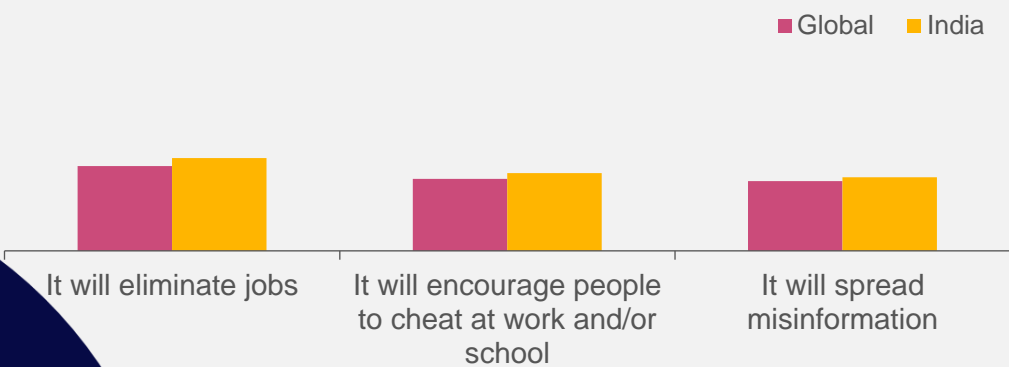
How much do you agree with these statements about the future of artificial intelligence (AI)?

% completely/somewhat agree

Positives



Negatives



NIQ 2024 NIQ Consumer Life Global study at-a-glance

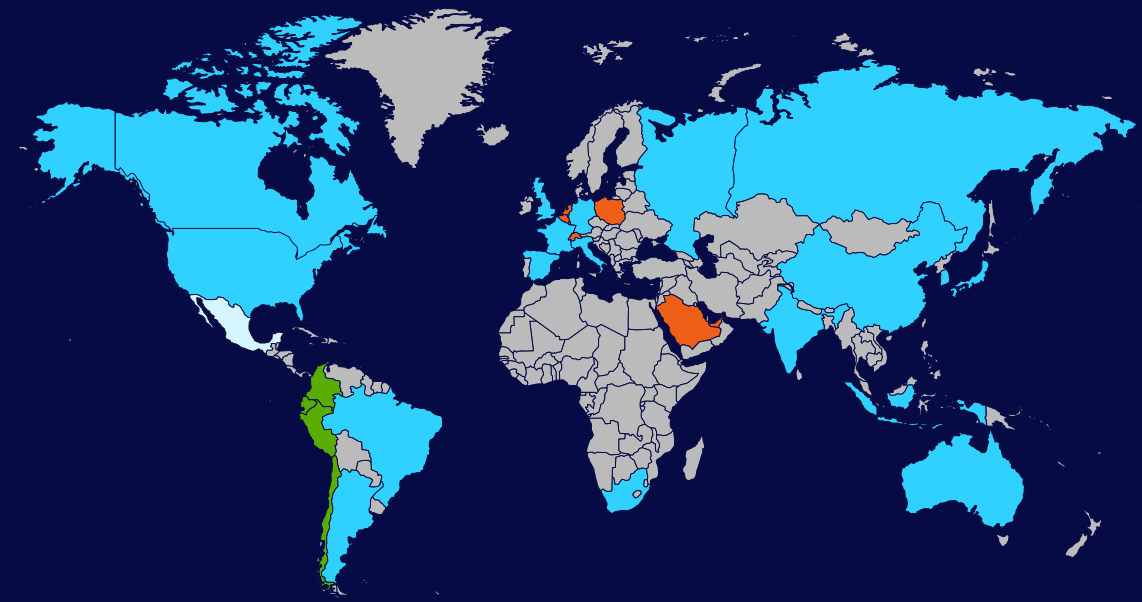
Sample: Between 1000 and 2000 per market

The 18 markets highlighted in light blue represent a consistent core country set available for trending

6 countries in orange are additional syndicated markets

***4 countries in green** are additional markets that are not part of the syndicated dataset, but are available for purchase

- Argentina
- Australia
- Belgium
- Brazil
- Canada
- Chile*
- China
- Colombia*
- Ecuador*
- France
- Germany
- India
- Indonesia
- Italy
- Japan
- Mexico
- Netherlands
- Peru*
- Poland
- Russia
- Saudi Arabia
- South Africa
- South Korea
- Spain
- Switzerland
- UAE
- UK
- USA



28 Markets

All Regions: Asia-Pacific, North America, South America, Western Europe, Central/Eastern Europe, and Middle East/Africa



Online

Panel blend of 4-6 online and mobile providers for each market

NIQ

Access

Full Report

