



Growth
from
Knowledge

If you know
what influences people
in a given region,
you can adjust your strategy
to be more authentic.

.Where people live has an impact on how they see the world and what they choose to buy. Understand what makes them tick with our reports about consumers in China, Europe, LATAM, and India. This sample report gives you information about the types of insights you can expect to receive when you purchase our Global Places reports. The full reports contain more insights and are available for 25 different markets.

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Introduction

Indians have rung in the new decade with a range of positives and negatives. Like all countries, India faces economic, social and political challenges, but Indians view the world and the future with optimism and hope.

This is the fourth in a series of reports exploring key markets around the world. Previous reports covered Latin America, China, and Europe.

NOTE: Most of the data in this report are drawn from the GfK Consumer Life Global 2019 study of online consumers age 15+, with supplementary information from secondary sources. Developing Asia includes China, India, and Indonesia.

1 Current conditions in India



Social: India is on track to become the world's most populous nation within the decade. Whether or not this dubious honor occurs, the market is set to be extremely significant for the foreseeable future.



Technological: India will conduct 5G telecom trials in early 2020. It plans to continue with its space initiatives, including another attempt at a moon landing (the 2019 one ended in a lunar crash), as well as a manned space flight as soon as 2022.



Economic: The World Bank recently downgraded India's economic growth projections, but the consensus is that a slowdown will be followed by rebounding growth in the latter part of 2020. Furthermore, even a downgrade means growth of perhaps 6%.



Ecological: In a change of pace from gloomy news about deforestation in the Amazon region of South America, India reports that its tree cover has actually increased. Pollution remains a serious problem, however.



Political: Protests began in December over the new Citizenship Amendment Act, which some see as a threat to the secular state because of its focus on religious affiliation.

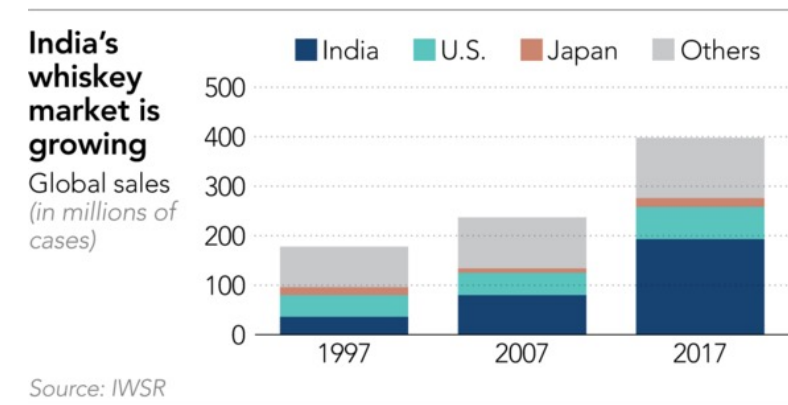
2 Mindset: Seeking to get ahead and fit in



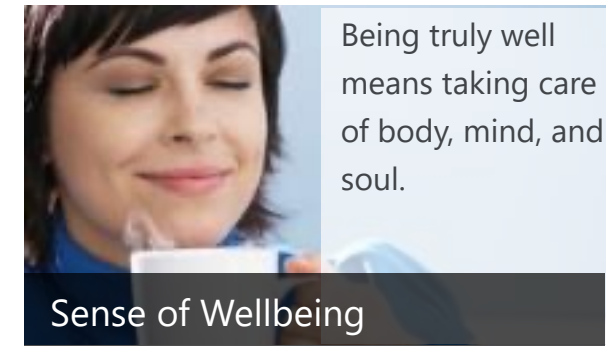
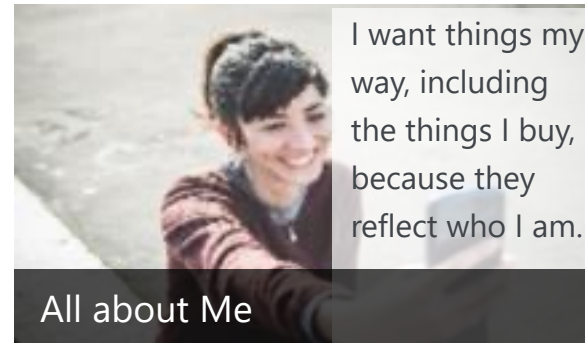
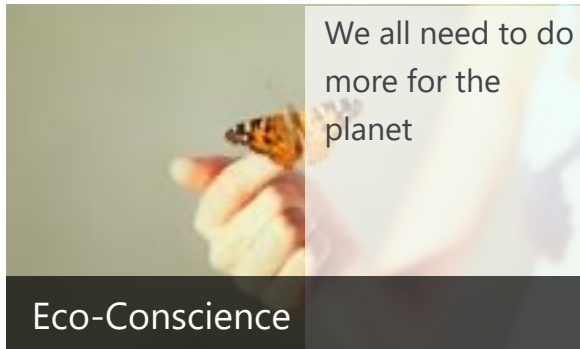
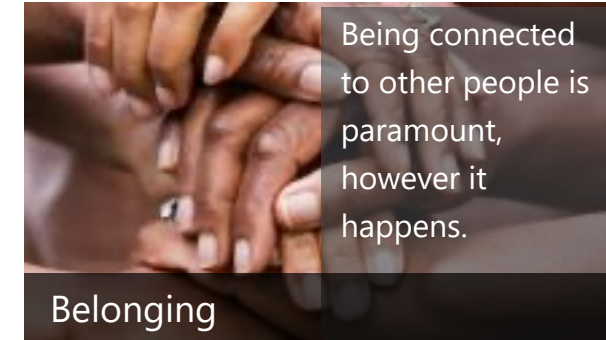
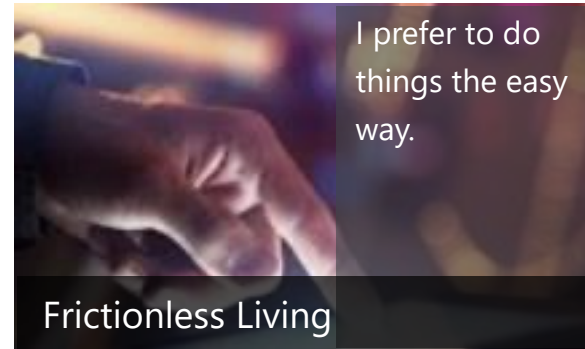
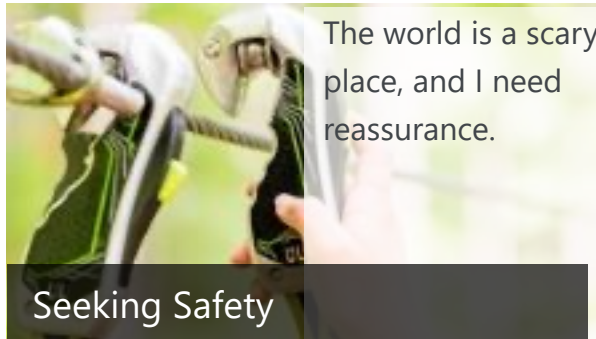
- **Getting ahead:** Indians rank *Ambition* and *Status* higher than average as personal values and “being wealthy” higher than average as a measure of success
- **Belonging:** They feel more constrained by social expectations, say that belonging to affinity groups is important to their wellbeing, and feel it’s important to be part of the wider community
- **Implication for brands:** Indians place a higher-than-average priority on buying things that align with their values, which suggests that they will prefer brands that convey status and social acceptance

Premium brand case study

Indians are less likely than average to drink beer and wine but more likely to drink most types of liquor, including whiskey. Indeed, India is the world’s largest whiskey market. Indians are also status-oriented. This explains why Japanese brand Suntory is actively looking to expand its presence in this important market with both premium and new India-specific blends targeted to the mass market.



9 Key Trends snapshot descriptions





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