

THE CHANGING CONSUMPTION TREND IN INDIA

India has surpassed a significant milestone with its per capita GDP surpassing

\$2,000 in **2019***

*https://www.nuvamawealth.com/insight/chart-of-the-day-2/

This milestone signifies a growing economy with an expanding middle class and higher disposable incomes in the hand of the population.

As income levels rise, consumption patterns undergo a transformation as consumer preferences change from basic needs to premiumisation.

This could lead to new trends and opportunities in the consumption sector.



If we observe closely, rising income level has triggered some evolving trends that you can benefit from.

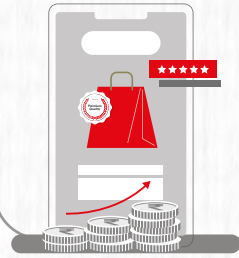
1 Shift towards Discretionary Spending

Individuals are allocating a larger portion of their earnings towards discretionary spending and spending on premium goods and services to upgrade their lifestyle.



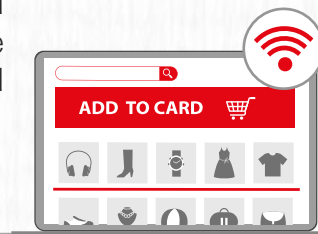
2 Increasing Preference for Branded Products

With rising income levels, consumers are developing a preference for branded products. Brand recognition, quality assurance, and the prestige associated with well-known brands are becoming important factors in their purchasing decisions.



3 E-commerce and Online Shopping

The digital revolution is revolutionising consumption patterns. As more people are gaining access to the internet and smartphones, it has led to a significant increase in e-commerce and online shopping trend.



4 Changing Food Consumption Patterns

We are experiencing changes in dietary preferences. Consumers are diversifying their food choices and including more processed and convenience foods. Additionally, there is an increased demand for dining out and food delivery services, indicating a shift in food consumption patterns.



5 Demand for Healthcare and Wellness

There is an increased focus on healthcare and wellness. Consumers are allocating more funds towards healthcare services, fitness activities, organic and healthy food options, and wellness products. This trend is driven by a desire for an improved quality of life and increased awareness.



6 Shift in Housing and Furnishing Trends

Generations today are open to adopting new technology which brings them closer to utilising electronic appliances, the latest household products, and smart domestic devices that enable ease of living in daily life.



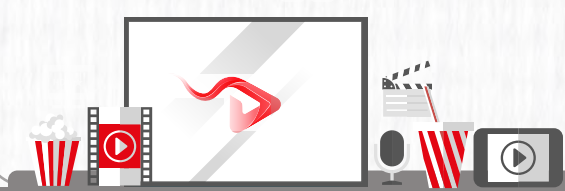
8 Changing Transportation Preferences

We are transitioning from public transportation to private vehicles. This shift is resulting in increased sales of cars, motorcycles, and related services.



10 Increased Spending on Entertainment

As per capita GDP rises, there is a heightened demand for entertainment options. Consumers are spending more on movies, concerts, sporting events, amusement parks, gaming, OTT, and other recreational activities.



This consumption boom could generate substantial opportunities across various sectors, including Fast Moving Consumer Goods (FMCG), Automobile and Auto Components, Consumer Durables, Telecommunication, Consumer Services, Power, Healthcare, Textiles, Media and Entertainment & Publication.

Media

Textiles

Power

FMCG

Automobile

Entertainment & Publication.

Consumer Durables

Consumer Services

Telecommunication

Want to benefit from this evolving consumption trend in India?

Invest in a consumption led thematic Mutual Fund today.

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