

MINTEL

Mintel Reports India

The smartest way to understand
consumer markets across India.



Understand what consumers in India want and why.

Mintel Reports India is an expert-led interactive research tool with exclusive consumer data, giving you expert recommendations to help you identify opportunities and make better decisions faster. Not only are they based on a sample size of 3,000 consumers across Metro and Tier 1 to 3 cities throughout the 4 main regions, but we're conducting the research in 6 local languages to ensure data you can rely on. Each report tells you how major trends impacts India and we hone in on the regional differences, from socio-economic groups to demographics such as age, gender and household composition.

With Mintel Reports India, you'll quickly understand:



THE TRENDS

What's shaping demand – today and tomorrow.



THE CONSUMER

What they want. Why they want it.



THE INNOVATIONS

New ideas. New products. New potential.



THE OPPORTUNITIES

Where the white space is. How to make it yours.



THE FUTURE

Expert predictions, rooted in facts.

3 ways Mintel Reports India will help your business grow:

01

Identify future opportunities by understanding what Indian consumers want and why.

02

Make better decisions faster by keeping informed on what's happening in consumer markets across India.

03

See the trends and innovations impacting you on a local and global level.

Experts in what consumers want and why

Complete list of all titles:

BEAUTY, PERSONAL CARE AND HOUSEHOLD

Attitudes to Hygiene and Sanitation
Beauty Routine
Beauty Supplements
Beauty Trends & Influences/Inspirations
Bodycare
Brightening Trends in Facial Skincare
Colour Cosmetics – Eyes
Colour Cosmetics – Face & Lips
Deodorants
Fabric Care
Facial Acne Care
Facial Skin Care
Hair Oil
Hair Styling
Men's Grooming
Natural & Vegan Beauty Trends
Oral Hygiene
Shampoo & Conditioners
Skin Protection and Suncare
Soap, Bath and Shower

FOOD AND DRINK

Attitudes to Functional Food & Drink
Attitudes to Protein and Protein Substitutes
Attitudes to Snacking
Attitudes to Specialty Bakery
Biscuits & Cookies
Breakfast Foods
Butter and Ghee
Cakes and Breads
Chocolate Confectionery
Coffee and RTD Coffee
Dairy Drinks
Energy & Snack Bars
Juices
Malt Beverages
Ready Meals
Salty Snacks
Table Sauces
Tea and RTD Tea
VMS
Yogurt and Yogurt Drinks

LIFESTYLE

At-home Living
Attitudes to Grocery Shopping
Attitudes to Premiumisation
Attitudes towards Localism
Consumer Spending Priorities
Eating Habits
E-commerce
Healthy Lifestyles Post COVID-19
Mental/Emotional Wellbeing
Natural & Organic Lifestyles
Sustainability
What's Next in Convenience

*Titles subject to change.

Connect with Indian experts.

Every report is written by experienced analysts in the Indian market. And you get more access to them; they are there to answer questions you have on a category, help on your next project and even discuss how a trend will impact you.

What makes Mintel Reports India unique?

KEY TRENDS

Find out the key trends impacting India and explore the underlying consumer insights.

CONSUMER SEGMENTATION

Identify new consumer opportunities by understanding different target groups.

LOCAL AND GLOBAL EXPERTISE

Exclusive access to an experienced analyst team based in India, supported by a global network of experts.

Why clients choose Mintel:

WE UNDERSTAND THEM

Our **expert-led intelligence** tells our clients what their consumers want and where their market is heading. We have hundreds of analysts based around the world who are passionate about the areas they cover.

THEY TRUST US

Our **high-quality data** and rigorous methodologies give clients confidence in decision-making right across their business.

THEY LIKE WORKING WITH US

We take pride in our relationships and giving our clients **the best service** through dedicated account management, client service teams and expert analysts.



Creatively designed. Easy to digest.

Mintel Reports India are available in English, featuring:

EXECUTIVE SUMMARIES

Key takeaways to get a quick overview on your report.

INTERACTIVE DATABOOKS

Dig into detailed consumer demographic data.

INFOGRAPHIC OVERVIEWS

Fast, fun and easy to digest visual summaries.

SUMMARY VIDEOS

Highlights key statistics and takeaways.

KEY TRENDS

Spot changing consumer attitudes.

CONSUMER INSIGHTS

Understand key drivers behind consumer behaviour.

MARKET APPLICATIONS

Identify opportunities to innovate in your categories.

Access the entire catalogue to get inspiration and a deeper understanding on adjacent categories.



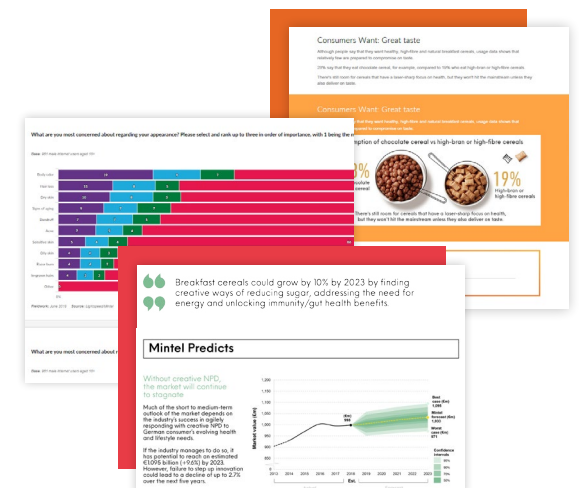
Mintel Reports are the first place we go and Mintel Trends is a great asset for us to understand trends in consumer behaviour and technology.”

— Publicis



If you're presenting new ideas, it's essential they are underpinned by robust data and evidence, and rooted in fact. Mintel gives us all that. It's a great brand and one that's trusted by clients.”

— Wunderman Thompson





About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.

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