

INDIA EDITION

Global
Consumer
Trends 2023



GLOBAL CONSUMER TRENDS REPORT



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Shopping

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Introduction

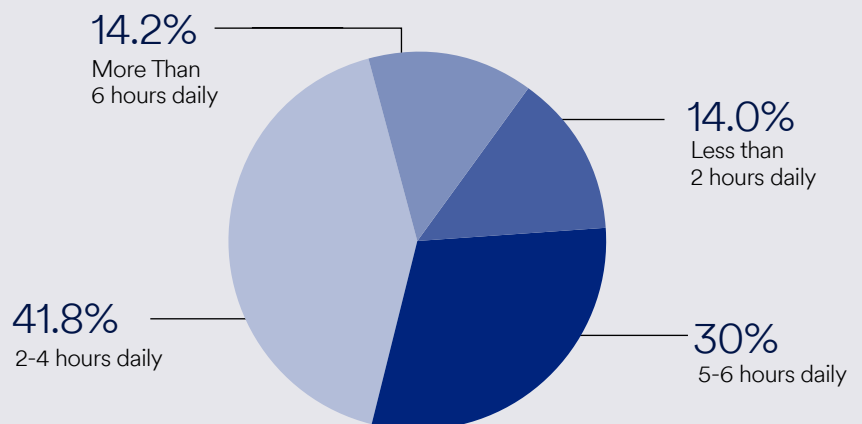
Affordable data plans and smartphones have helped propel digital consumption beyond urban cities into rural parts of India. Data shows that there are over 692 million internet users. The aftermath of the pandemic has also significantly impacted how Indians use the internet. It has become the main channel for Indians to work, watch videos, plan trips, manage savings and socialize.

With consumer behavior continually evolving, brands must be mindful of the changes and tweak their engagement strategies accordingly. By doing this, they can build long-term relationships with consumers.



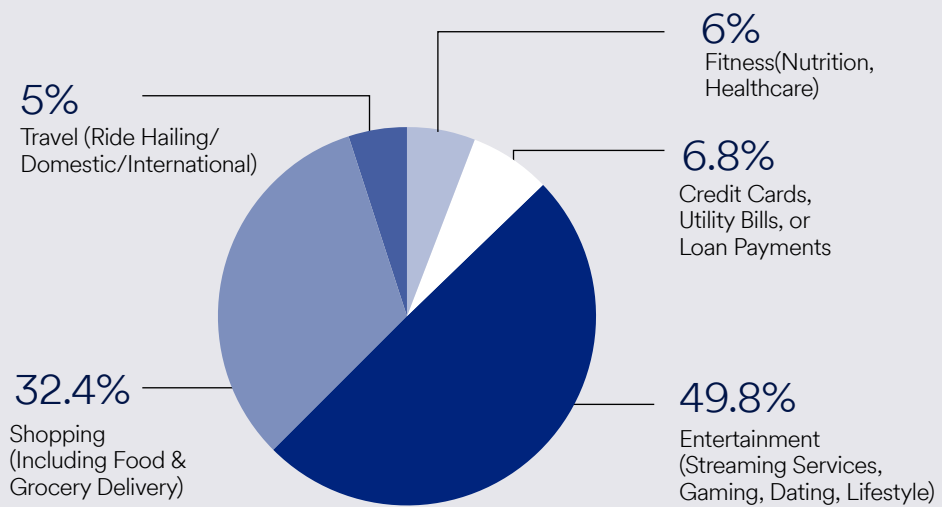
Daily Average Screen Time for Indians (Excluding Work)

Key Takeaway -
41.8% of Indians spend 2-4 hours daily on their smartphone or computer apart from work.



Where has the Indian Consumer Spent the Most?

Key Takeaway - 49.8%
of Indian consumer
spending was towards
Entertainment
platforms.



For example, brands should know which device customers prefer to use the most. How frequently do customers use their platform? How has the customer growth been in their industry, and how do they stack up? How often should they engage with customers?

In the 2023 edition of the Global Consumer Trends Report, we answer all these questions and more!

About This Report



1.3B+

Consumers
Analyzed

4

Primary
Verticals

3200+

Consumers
Surveyed

Retail, E-commerce, Groceries,
D2C, and Jewelry

Shopping



At a glance

42% Growth in
DAU for E-commerce
platforms.



27%

Growth in customer stickiness for
E-commerce platforms.

20%

Growth in new
downloads for Apparel,
Fashion, and Jewelry
platforms.

16%

Growth in MAU for
Grocery platforms.

Shopping

Voice of the Consumer

32.4%

of consumer spending in India has been towards shopping.



6/7

6 out of 7 Indian shoppers prefer using their smartphones for online shopping.



1/2

1 in 2 Indians prefers buying groceries online at least once a week.



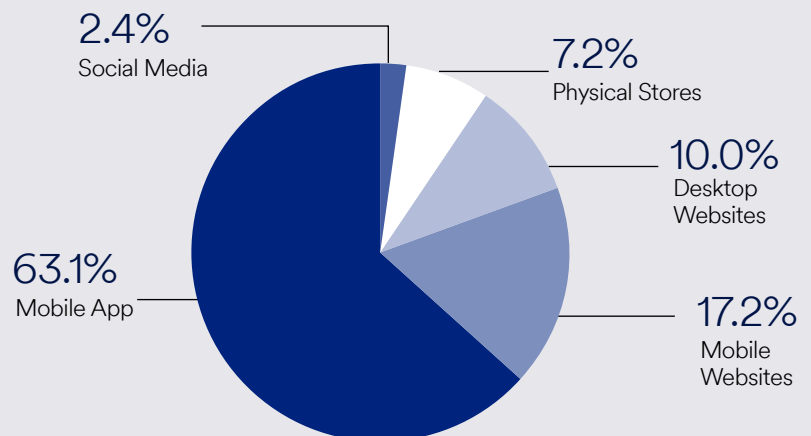
5/7

5 out of 7 Indian shoppers visit a mobile app or website 4-5 times before purchasing online.



Where Do Indians Prefer Buying New Products Online/Offline?

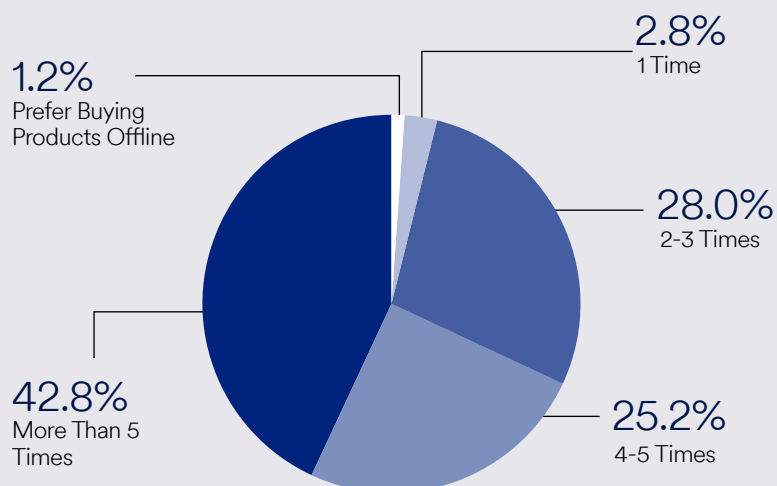
Key Takeaway -
63.1% of Indians prefer buying new products online using mobile applications.



Shopping

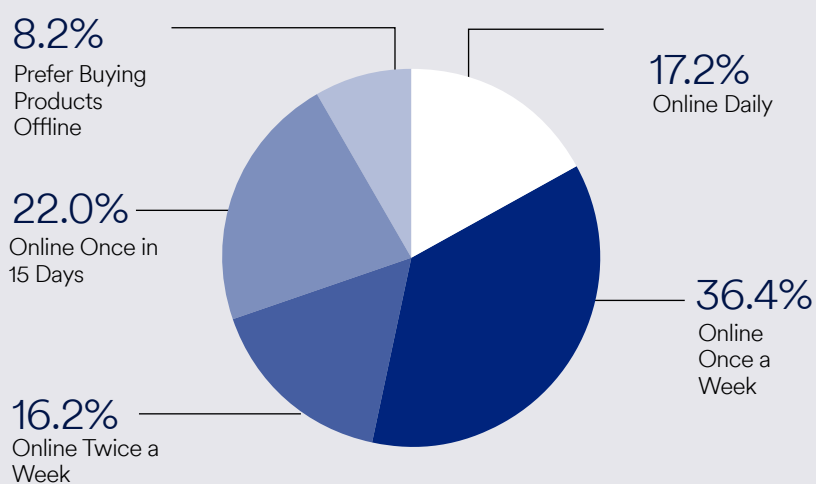
How Many Times Do Indians Visit a Shopping App/Website Before Making a Purchase Online/Offline ?

Key Takeaway - 68% of Indian shoppers visit a mobile app or website at least 4-5 times before purchasing online.



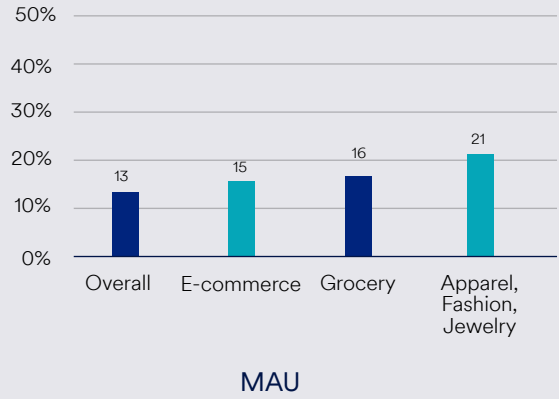
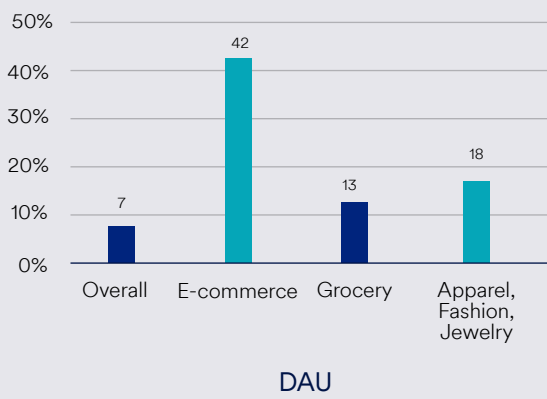
How Often Do Indians Buy Groceries Online/Offline?

Key Takeaway - 36.4% of Indians prefer buying groceries online once a week.

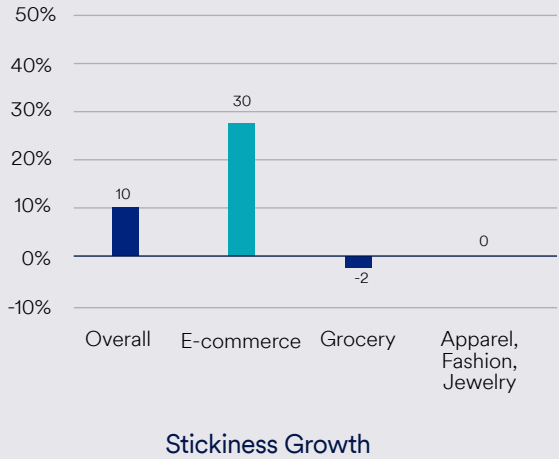
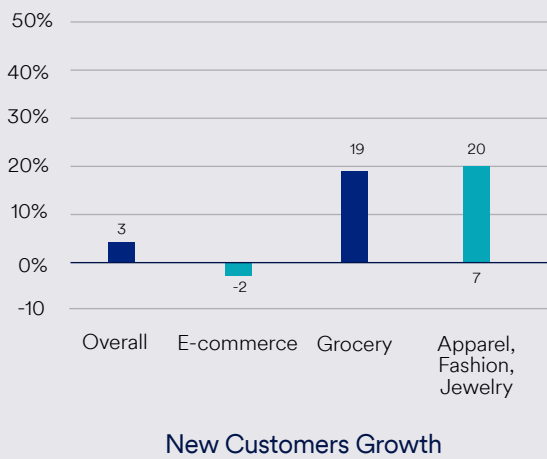


Shopping

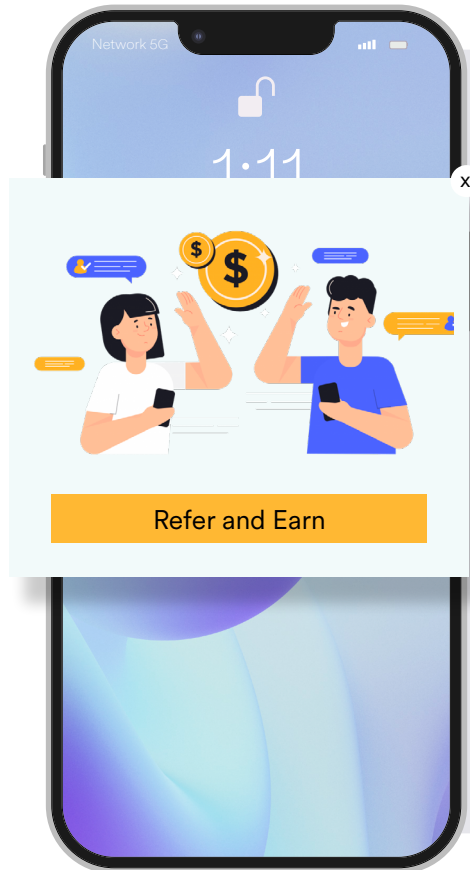
DAU vs MAU Growth in Shopping



New Customers vs Stickiness Growth in Shopping

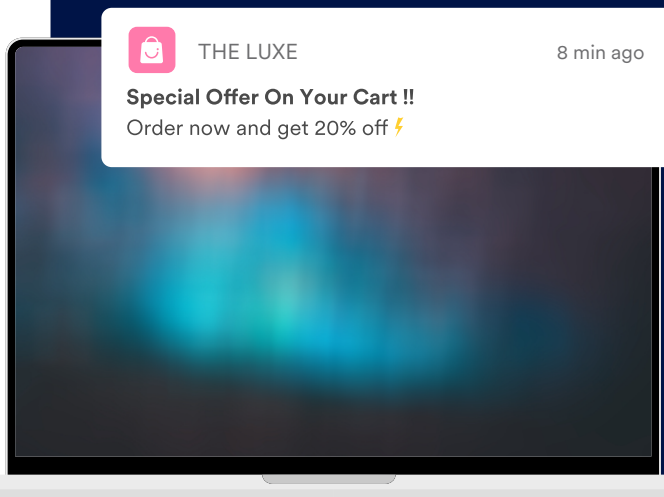


Shopping

How To Drive Sustainable Growth For **Shopping Platforms**

Attract New Customers with a Lower CAC through Referral Campaigns

Use RFM segmentation to identify loyal customers who can become your brand evangelists and help you acquire new customers through referral campaigns.



Engage Using Personalized Campaigns

Take your customer engagement up a notch by creating personalized experiences based on your customers' online and in-store interactions with your brand, preferred categories, past purchases, and loyalty status.

OTT, Audio & Video Streaming,
Gaming, Sports, and Digital
Publications



Media and Entertainment

At a glance

49.8% of consumer spending in India has been towards Media and Entertainment platforms.



7%

Growth in MAU for OTT platforms.

8%

Growth in DAU for Gaming platforms.

50%

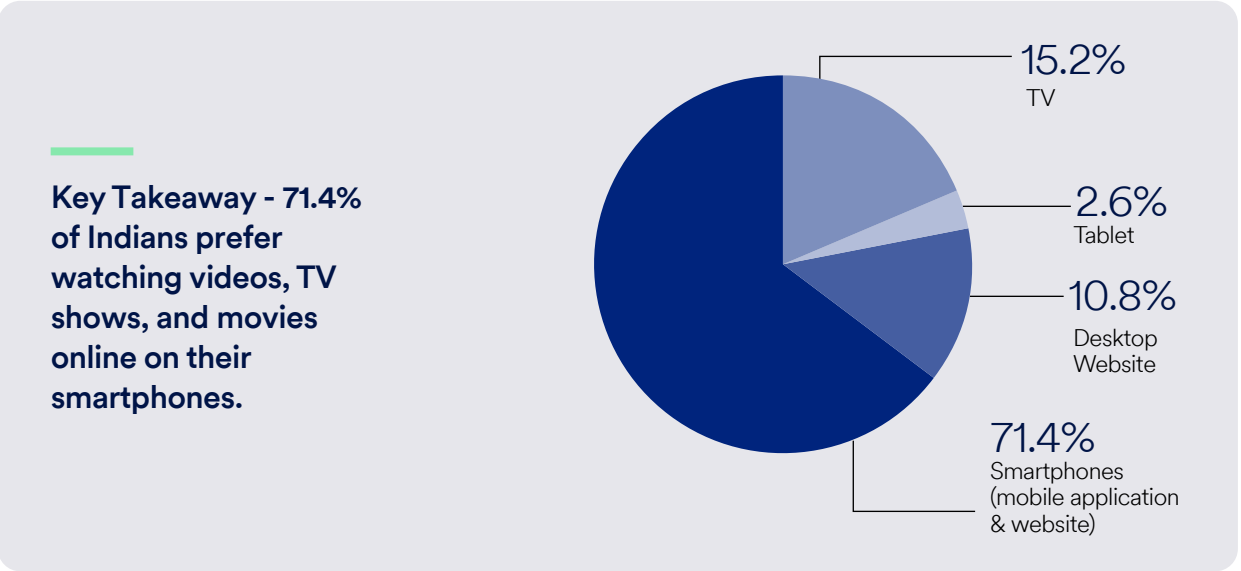
Growth in customer stickiness for Gaming platforms.

Media and Entertainment

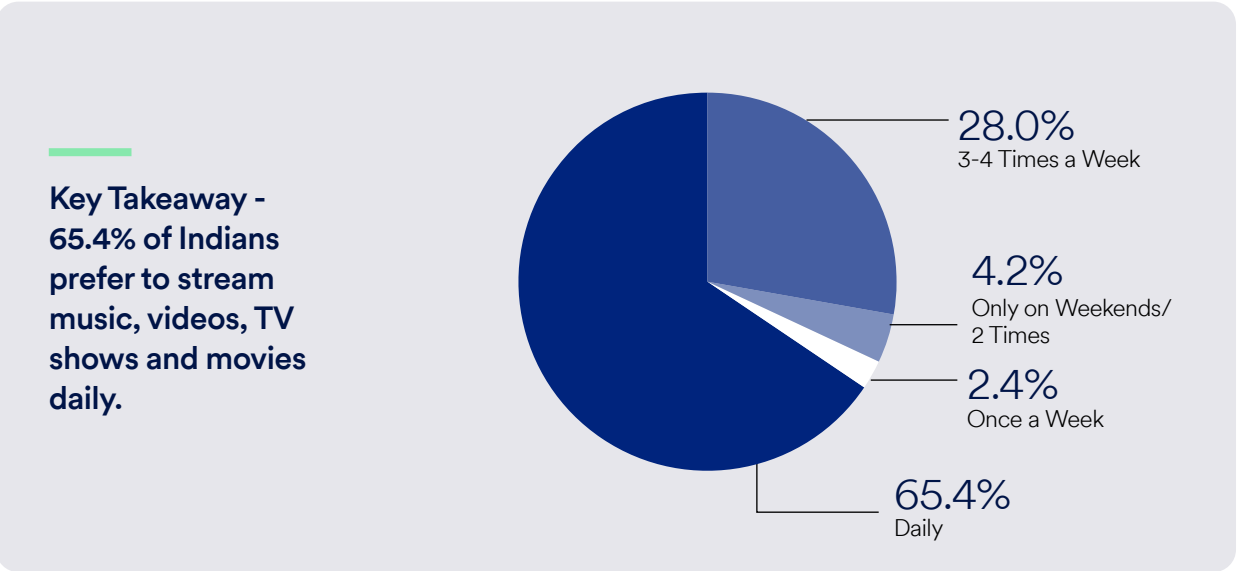
Voice of the Consumer



Where Do Indians Prefer Streaming Music, Watching Videos, TV Shows, and Movies?

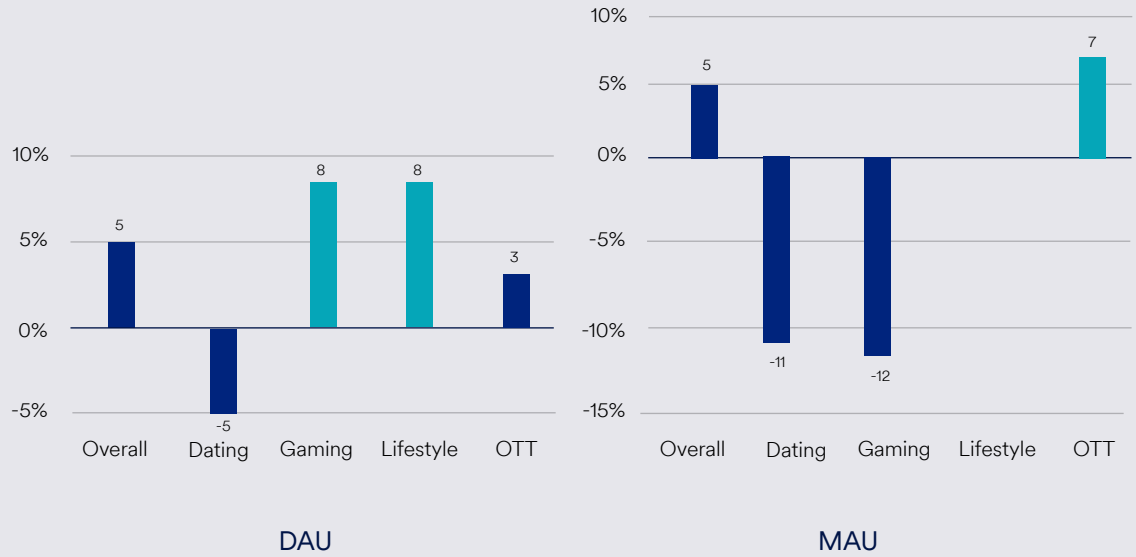


How Often Do Indians Stream Music, Videos, TV Shows, or Movies?

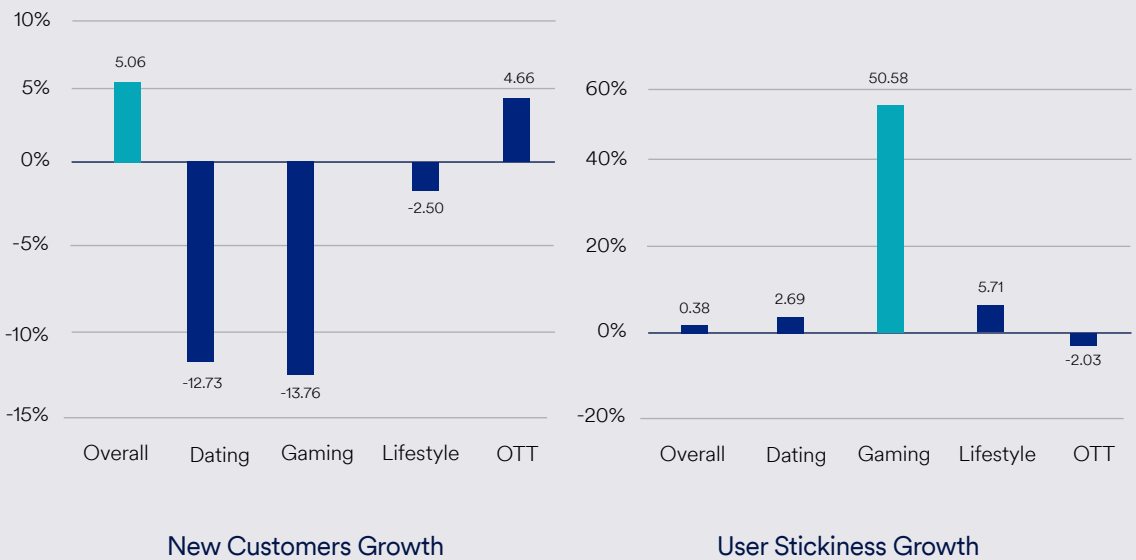


Media and Entertainment

DAU vs MAU Growth in Media and Entertainment

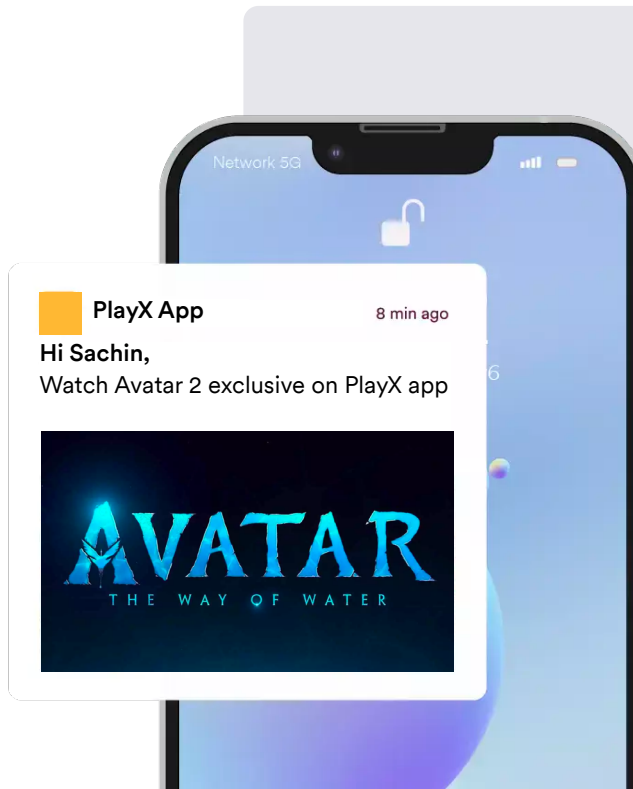


New Customers vs Stickiness Growth in Media and Entertainment



Media and Entertainment

How To Drive Sustainable Growth For **Media and Entertainment Platforms**



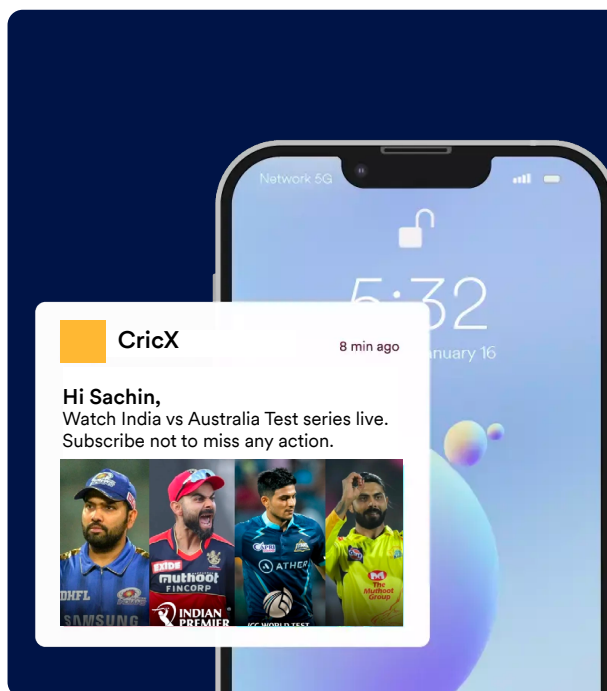
PlayX App 8 min ago

Hi Sachin,
Watch Avatar 2 exclusive on PlayX app

AVATAR
THE WAY OF WATER

Send Relevant Communication to Increase Retention

Leverage cohort analysis to measure retention trends and identify when to send personalized retention campaigns to customers.



CricX 8 min ago

Hi Sachin,
Watch India vs Australia Test series live.
Subscribe not to miss any action.

Drive App Engagement via Affinity Segmentation

Leverage affinity segmentation to figure out which customers have an affinity towards cricket, for example, and accordingly trigger personalized notifications to boost subscriptions and increase customer stickiness.



Online and Traditional Banks,
Fintech, Insurance, and Peer-to-Peer

Banking and Finance



At a glance

10% increase
in DAU for
Banking platforms.



11%

Growth in customer stickiness for
Banking platforms.

60%

Decline in new
downloads for
Cryptocurrency
platforms.

55%

Decline in MAU
for Cryptocurrency
platforms.

Banking and Finance

Voice of the Consumer

5/8

5 out of 8 Indians use Banking and Fintech platforms at least 2-3 times a week.



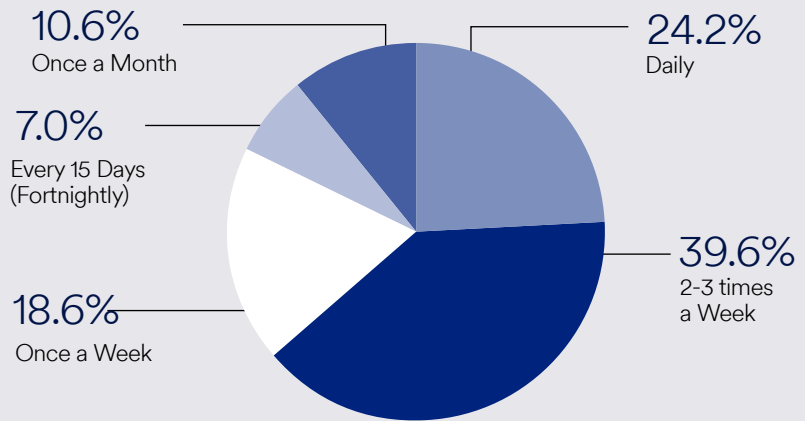
35%

35% of Indians use Banking and Fintech platforms to view balances and review account activity.



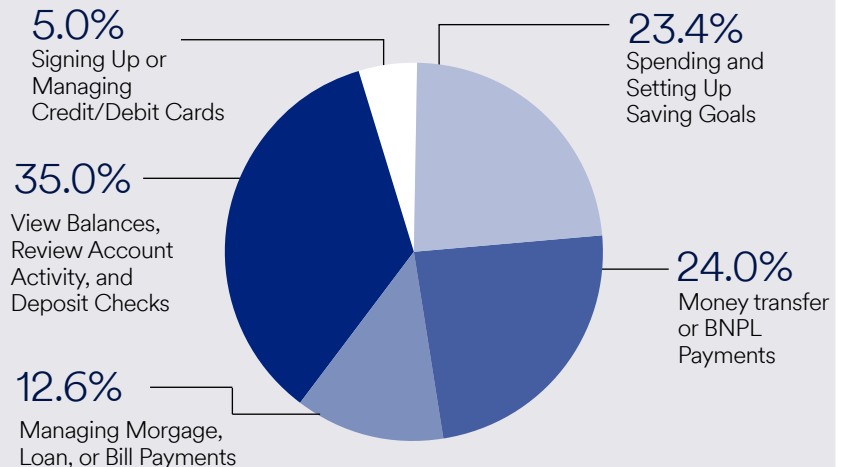
How Often Do Indians Visit Banking and Fintech platforms (Excluding Payment Platforms)

Key Takeaway - 63.8% of Indians prefer visiting banking and fintech apps or websites at least 2-3 times a week.



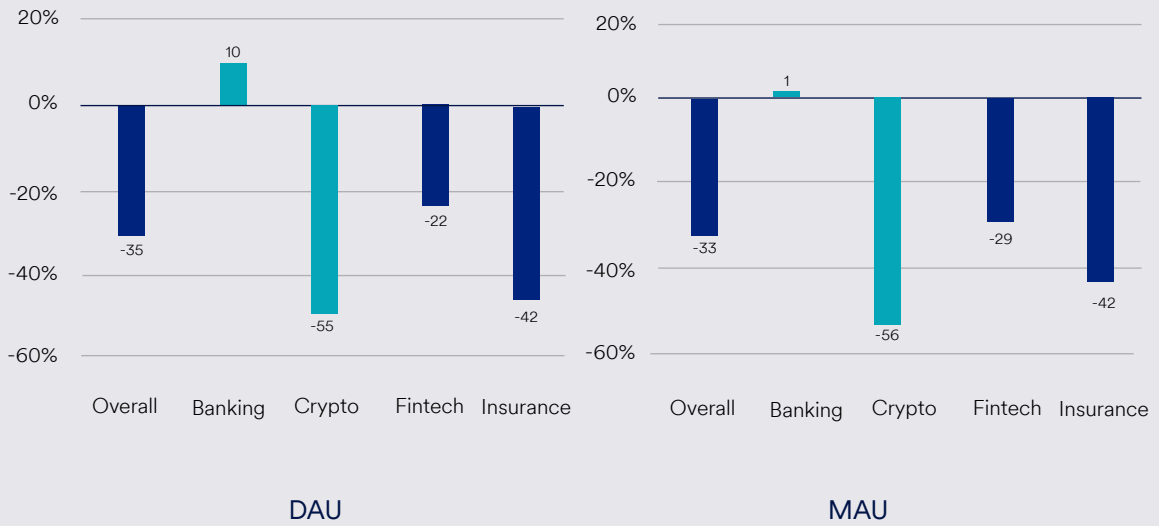
What Do Indians Use Online Banking Platforms For?

Key Takeaway - Indians use online banking platforms for wide variety of reasons, including to view balances, setting up saving goals, money transfer and Buy Now Pay Later (BNPL) payments.

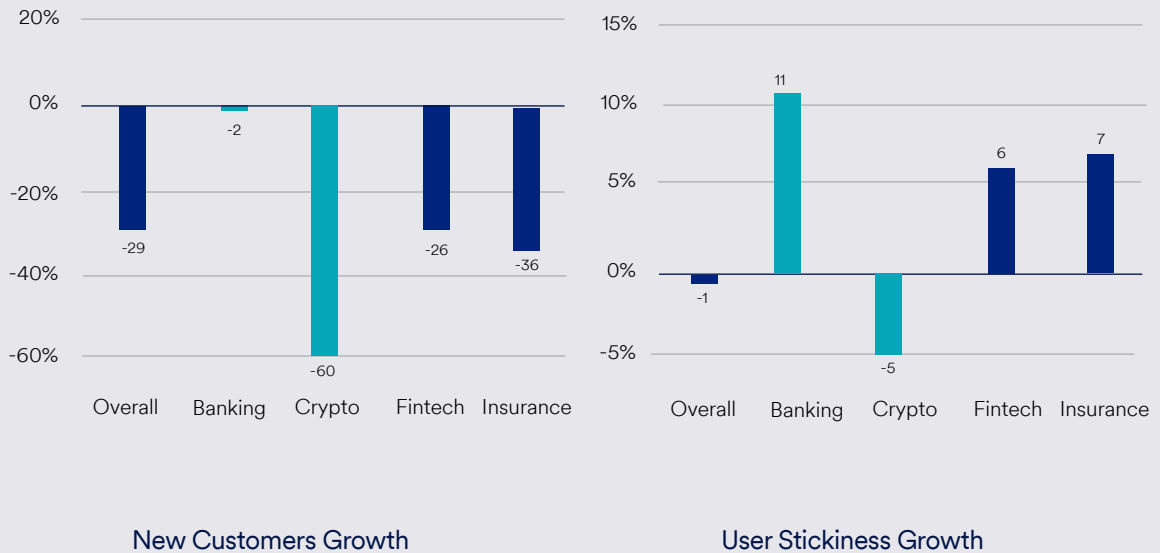


Banking and Finance

DAU vs MAU Growth in BFSI



New Customers vs Stickiness Growth in BFSI

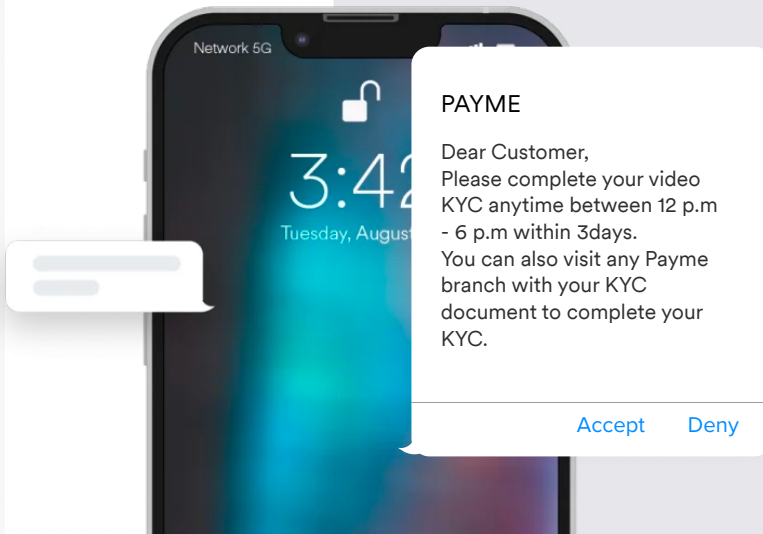


Banking and Finance

How To Drive Sustainable Growth For **BFSI Platforms**

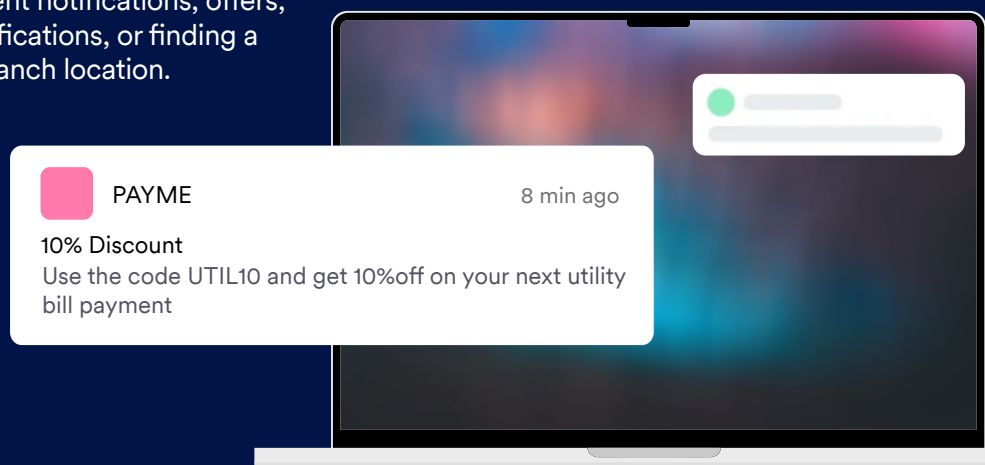
Improve Customer Onboarding using User Path Analysis

Minimize drop-offs by welcoming your customers and guiding them through the KYC process with personalized messages. Keep the conversation going on other channels to bring back customers who dropped off and help them finish their account setup.



Drive Engagement through Personalization

Increase adoption through AI-driven, personalized communication around your customers' behaviors, such as bill payment notifications, offers, loan qualifications, or finding a nearby branch location.



Hotels and Homestays, Online Travel,
Room Rentals, and Ride-hailing platforms



Travel and Hospitality



At a glance

5% of Indian consumer spending has been towards Travel and Hospitality platforms.



23%

Growth in MAU for the Hotels and Travel platforms.

8%

Increase in DAU for Hotels and Travel platforms.

3.5%

increase in customer stickiness for Hotels and Travel platforms.

Travel and Hospitality

Voice of the Consumer

75%

of Indians prefer to get information for travel plans and reservations from travel apps and websites.



1/2

1 in 2 Indians prefer using ride-hailing and cab services 3-4 times a week.



How Do Indians get Information for Business or Personal Travel Plans, Activities, or Reservations?

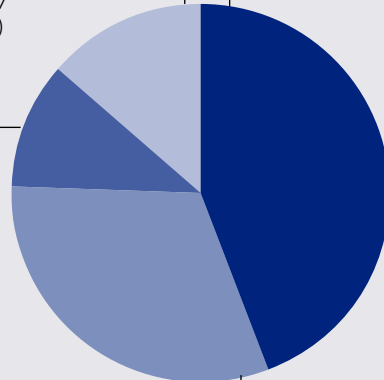
Key Takeaway - 44.2% of Indians prefer to get information for travel plans from a travel application on mobile.

13.4%
Social Media
(Reddit/Instagram/
Twitter/Facebook)

10.8%
From a Travel
Website on
Desktop

44.2%
From a Travel
App on Mobile

31.6%
From a Travel
Website on
Mobile



How Often Do Indians Use Ride-Hailing or Cab Services?

Key Takeaway - 51.4% of Indians prefer to use ride-hailing or cab services at least 3-4 times a week.

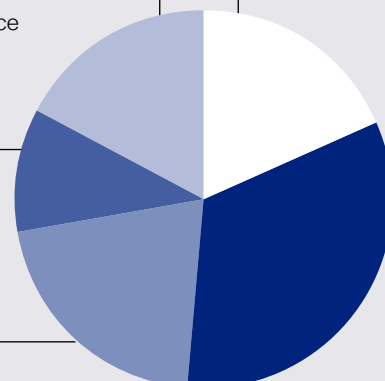
17.2%
Less Than Once
a Month

10.4%
Every 15 Days

21.0%
Once a Week

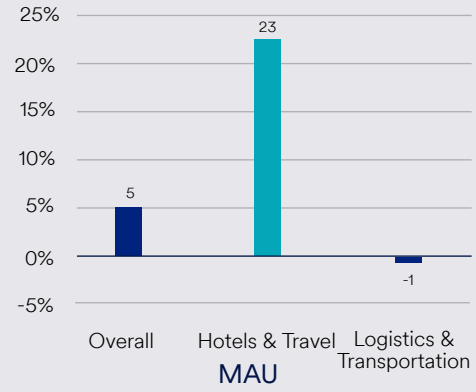
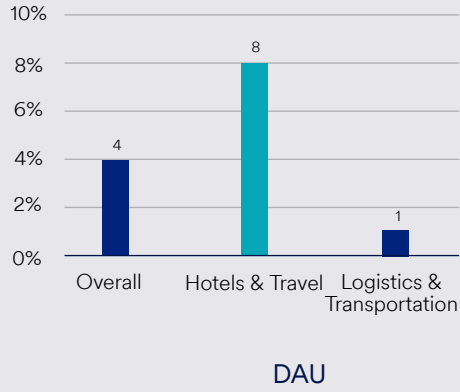
18.6%
Daily

32.8%
3-4 Times
a Week

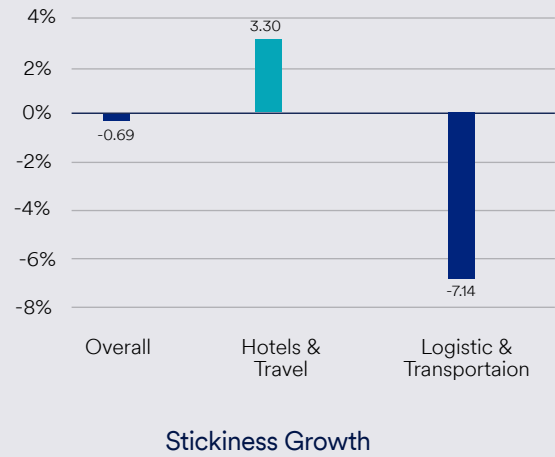


Travel and Hospitality

DAU vs MAU Growth in Travel and Hospitality

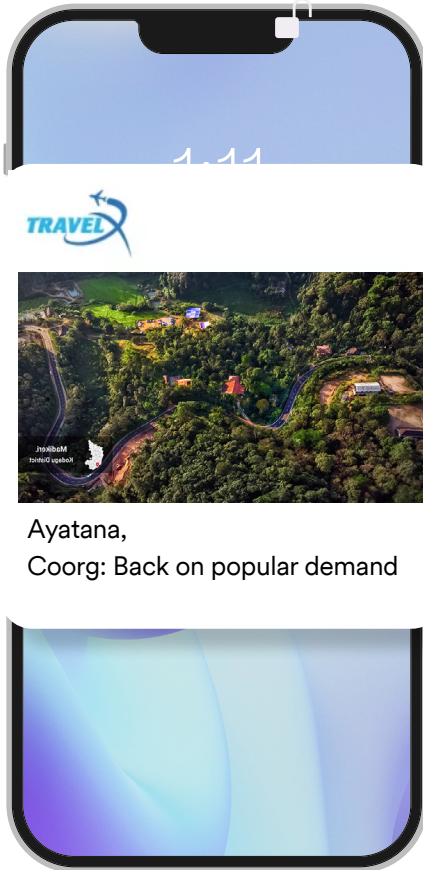


New Customers vs Stickiness Growth in Travel and Hospitality



Travel & Hospitality

How To Drive Sustainable Growth For **Travel and Hospitality Platforms**

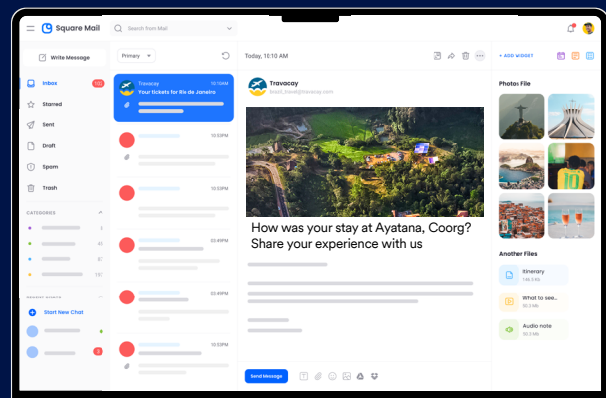


Trigger Relevant Communication to Increase Retention

Leverage cohort analysis to measure retention trends and identify when to send personalized retention campaigns to customers.

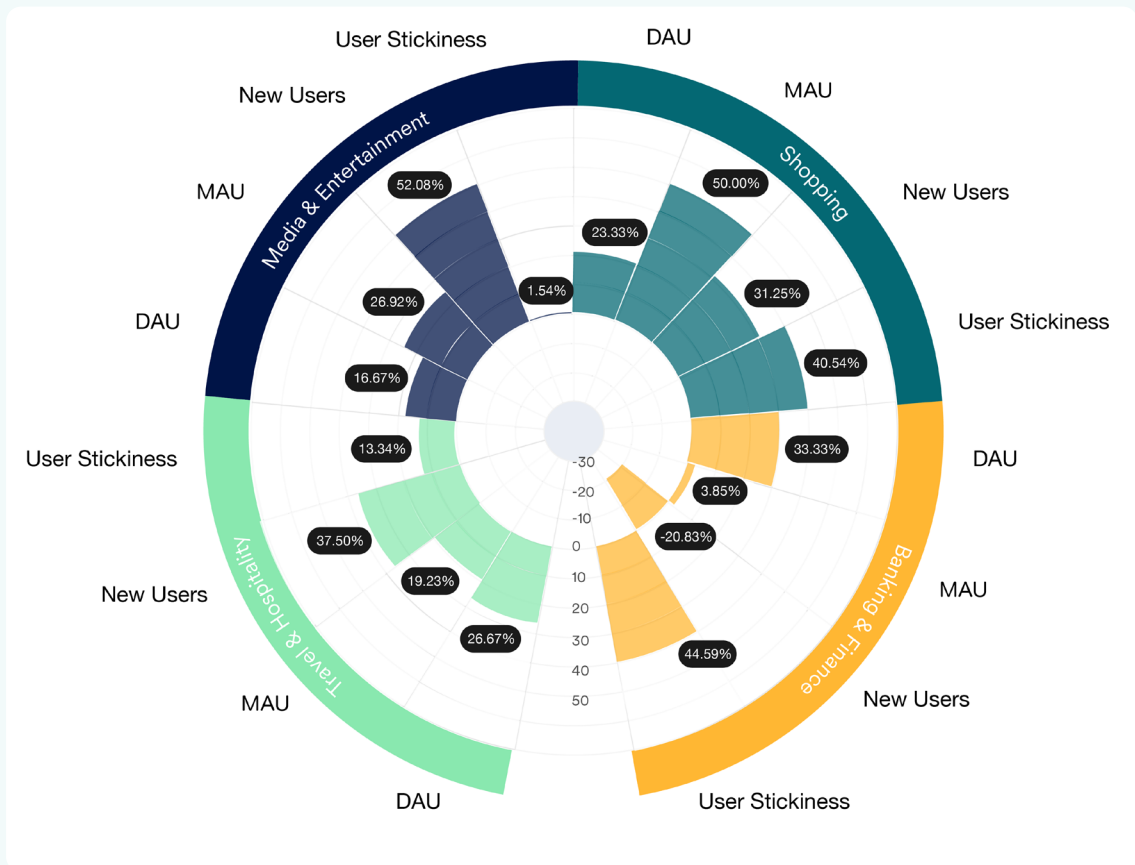
Build Customer Loyalty

Encourage customers to share their delightful experiences with everyone by leaving a review on their preferred engagement channel.



Conclusion

Insights-led engagement is the way forward for brands in India.



Note: Consumer trends in each vertical are relative to others.

Our report shows that Indians have shifted their attention away from Crypto and Logistics platforms and have become more active on Shopping, Travel, and Streaming platforms, respectively. Consumers' loyalty to their favorite gaming platforms has also seen a sharp rise. These trends indicate a significant shift in consumer preferences and behavior, which businesses must adapt to if they want to remain competitive.

As we enter 2023, brands cannot afford generic communication that does not resonate with consumers. Brands need to leverage insights and analytics to understand consumer behavior and align their customer engagement strategy accordingly. By understanding platform usage, brands can identify exactly when to trigger notifications, the channels to prefer, and the frequency of the reminders for a satisfying customer experience.

For example, 68% of Indian shoppers visit a mobile app or website 4-5 times before purchasing online. Thus, E-commerce platforms must wait at least 1-2 days before triggering cart abandonment emails and push notifications. Similarly, since 71.4% of Indians prefer streaming music and video on their smartphones, Entertainment platforms should favor engaging using push and in-app notifications over other channels for driving engagement and subscriptions.

Understanding what your customers truly want is key to creating a robust customer engagement strategy.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was recognized as a **Customers' Choice Vendor** in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a **Strong Performer** in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation.

Gartner.



FORRESTER



[Schedule a Demo](#)