

## Insights drawn from...

- Consumption trends in India from 2005 to 2012 based on India's largest consumer surveys
- Analysis of data on 150,000 households across 29 states
- Assessment of 30 product and service categories<sup>+</sup> and their sub-components. The top trends and top districts are identified for each product category
- Asset ownership: *vehicles, houses, TVs, refrigerators, washing machines, water purifiers, ACs, fans, cameras, mobile phones, landline phones, computers, Internet access, and bank accounts*
- Household characteristics: *location, size, type, access to electricity, water and sanitation, education and employment etc.*

+ Includes food & beverages, fuel, beauty products, household consumables, apparel, footwear, furniture, consumer electronics, crockery & utensils, jewellery, personal transport, education, healthcare, entertainment, furniture, consumer services, rent, etc.

### Subscription fee:

For IMA's Forum members Rs 100,000 (plus taxes).

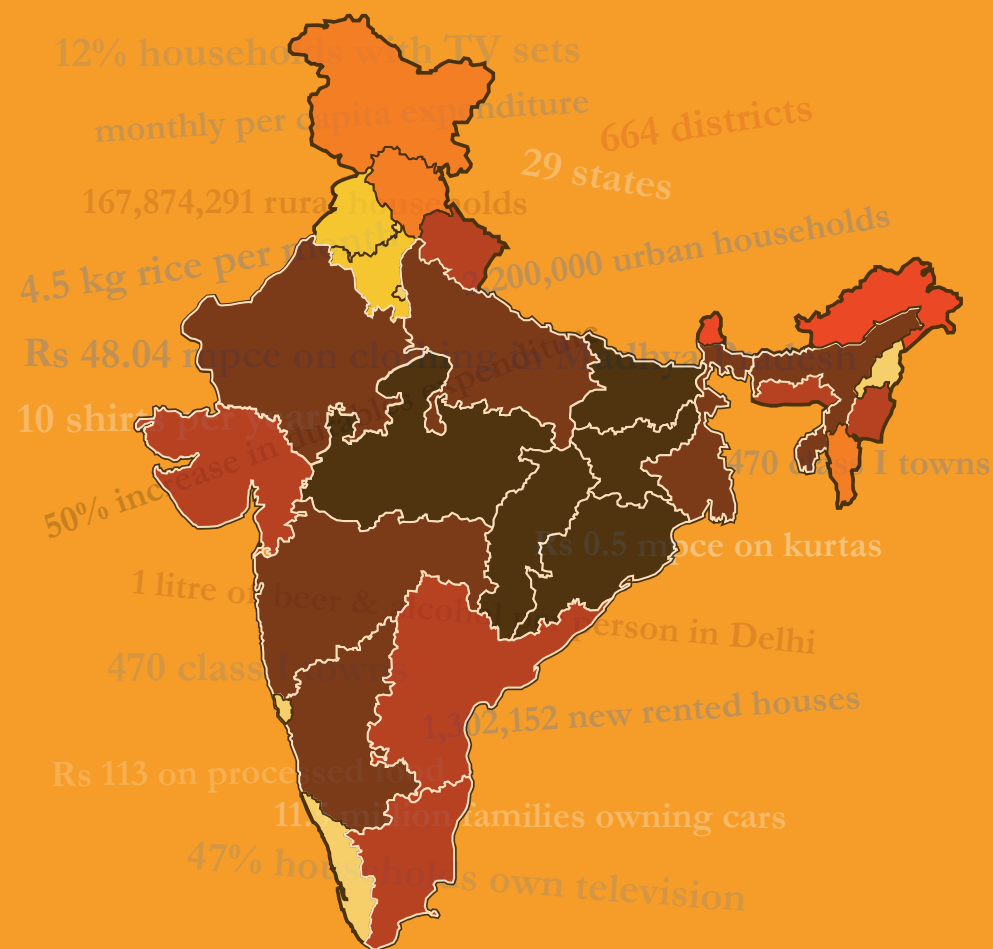
For non-members Rs 150,000 (plus taxes).

Customised reports covering more districts (split into rural and urban areas) and individual consumption items can be prepared at an additional fee, which will depend on the number of districts and items.

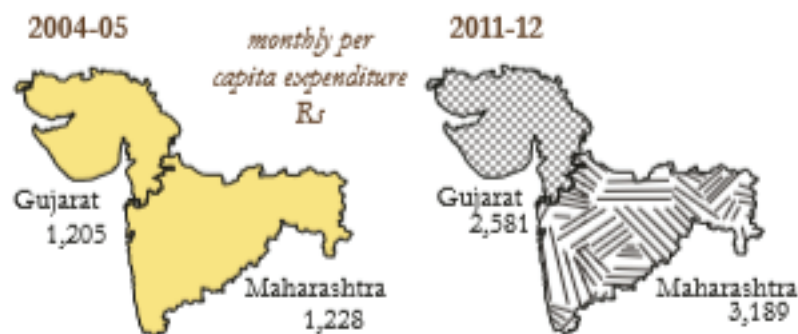
To subscribe or to know more about the report, please contact Preeti Rajput ([preeti@ima-india.com](mailto:preeti@ima-india.com)).

# THE INDIA CONSUMPTION REPORT

transforming numbers into insight

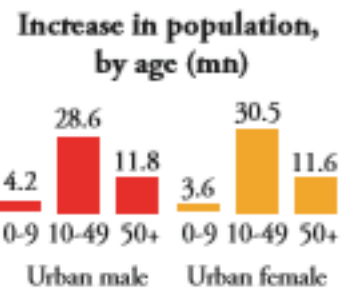
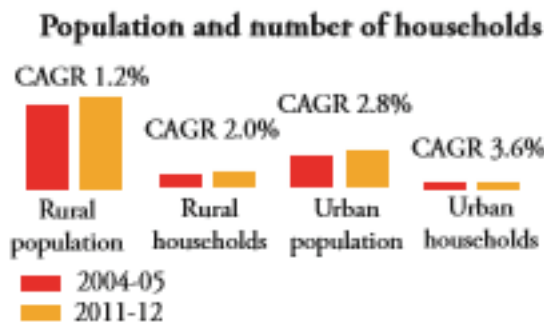


Consumption expenditure has followed varying growth trajectories across states...



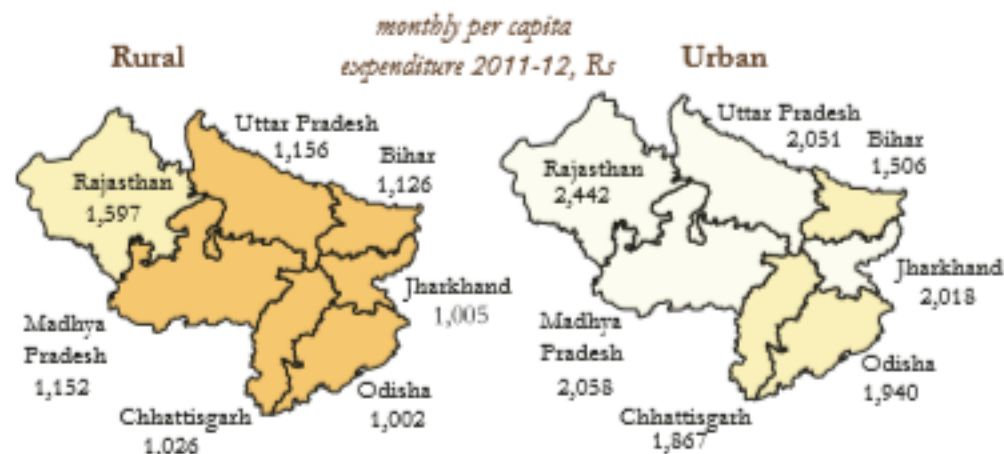
...as growth drivers have evolved differently in each region...

- a younger population
- smaller families
- more educated women
- improved civic amenities
- varied infrastructure growth
- accelerating urbanisation



Almost two-thirds of India's GDP is driven by domestic consumption - a massive USD 1.2 trillion opportunity

...and consumption choices vary starkly across the two Indias, at both the state and the district level



**THE INDIA CONSUMPTION REPORT** provides strategic insights as well as detailed consumption mapping at the country and state levels as well as for India's top districts. This will help you:

- Track the changing consumption patterns
- Understand the drivers that impact consumer choice
- Identify the markets with the biggest potential today
- Spot the geographies where your next big opportunity might emerge
- Feed insight and information into your country strategy

The report is based on an analysis of two rounds of unit level survey data collected by the National Sample Survey Organisation (NSSO), various rounds of the Census, national accounts statistics, and other relevant sources.