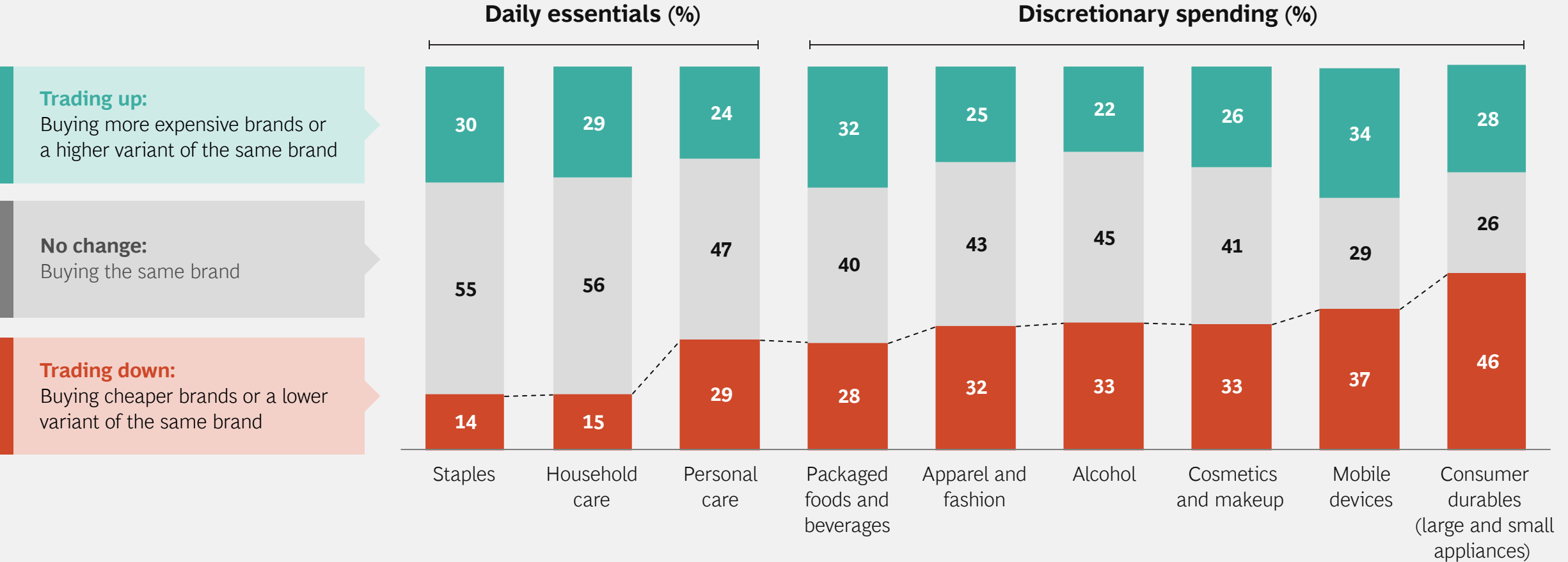


# Did You Know: One in Three Consumers in India Plans to Trade Down in Multiple Discretionary Categories



Source: BCG COVID-19 Consumer Sentiment Survey, April 30–May 3, 2020 (N = 1,327).

Note: Question was “In the next one month (consumer packaged goods)/six months (electronics), how do you expect the choice of your brands to change?”