

Did You Know: In India, Consumers Are Both Increasing and Decreasing Spending but for Different Reasons



Dual-behavior categories

Share of survey responses (%)



66% are trying to avoid unnecessary contact

The reduction in social occasions causes a drop

Discretionary expenses for many suffer in uncertain times

45% already bought enough to last them for the next few months

Consumers are economizing in mobile electronics, as in other areas



More order takeout because of the increase in household work resulting from an absence of part-time help

Increases owing to uncertainty over current situation

Items picked up because restaurants have shut down

44% plan to stock up in case supplies run low

Considered essential in times of physical social distancing

Source: BCG COVID-19 Consumer Sentiment Survey (India), March 23, 2020, to March 26, 2020 (N = 2,106).

Note: Question was “How do you expect your spend to change in the next 6 months across the following areas?” Excludes categories with N < approximately 100.