



**SO YOU THINK
YOU KNOW THE
YOUNG INDIAN
CONSUMER?**



YES...

Netflix is the most
expensive OTT
subscription in India.

BUT...

99% of YICs in Tier III
cities use it!

YES...

international OTT
content is growing faster
than ever.

BUT...

every second YIC in
metros & Tier I cities uses
Takatak, Josh, or Moj!

YES...

across categories, YICs place price & quality above “good for the environment.”

BUT...

2 out of 3 YICs are
willing to pay more for sustainable brands!

YES...

Amazon & Flipkart get
over 460 million visitors
every month..

BUT...

every second YIC buys
soap, shampoo & makeup
from D2C sites rather
than platforms!

YES...

YICs spend more than
2.5 hours on social media
every day.

BUT...

across ages, genders,
geographies & income
levels, all YICs pick
YouTube for content!

YES...

F&B continues
to be largely an
offline play.

BUT...

q-commerce is winning
over YICs in metros
through discounts &
convenience!

YES...

less than 40% of
Gen Zs have bank
accounts.

BUT...

every fourth Gen Z
buys clothes every
month!

YES...

Gen Zs are the most
online savvy of all age
groups.

BUT...

they're also the ones
who prefer COD for all
payments!

YES...

almost 200 million
Indians shop online
today.

BUT...

YICs in Tier III cities shop
just as frequently & for
the same kind of products
as YICs in metros!

YES...

9 out of 10 women
YICs read “back of
packs.”

BUT...

8 out of 10 men YICs
say they don't care!



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