



Decoding India's Consumer Markets

IMA

AUGUST
2025

Table of Contents

CHAPTER	TOPIC
Chapter 1	Introduction
Chapter 2	Contours of Consumption
Section 1	Geography is No Longer Binary
Section 2	The Platform Mindset
Section 3	Redefining Value and Premium
Section 4	What Consumers Value Today
Section 5	The Loyalty Recession
Section 6	The Consciousness Gap
Chapter 3	Strategic Implications for Consumer-Facing Brands
Chapter 4	Sectoral Spotlights
Section 1	Apparel
Section 2	Automotive
Section 3	Consumer Goods
Section 4	Durables
Section 5	Healthcare
Section 6	Housing Finance
Section 7	Insurance
Section 8	Media and Telecom

About IMA

IMA is a niche economic, business and market research firm that provides insights and analysis to top management audiences in India through multiple channels. For over 30 years, IMA's research and opinion have informed the perspectives of investors, industry and government.

IMA operates one of the country's largest peer group platforms for top business executives, comprising more than 2,500 Indian and global business and functional leaders from over 1,500 member companies. Since 1994, it has developed an unmatched capability to harness and distil collective wisdom, enabling industry leaders to interpret changes and forecast developments in the operating environment through authoritative guidance.

IMA publishes in-depth reports on macroeconomic, industry and thematic subjects as well as benchmarking studies on functional and management issues



+91 124 459 1200



www.ima-india.com



Sushant Lok - I, B107, Time Square
Block B, Gurgaon, Haryana, 122002