

NIQ

Decoding
GenZs &
New India

What's new and next for
Indian GenZs... and what
does it mean for categories
& brands?

2024



A generation which is self-focused,
believes in **self-flourishment and
constantly looking for self-growth**

29% of GenZs actively invest in their own
growth, personal development, upskilling and
investing in newer experiences

How do they invest in
themselves?

What are the avenues of
self-growth?

What are the activities
indulged in?

GenZs are **digital natives**,
and they leverage it as a tool
for expanding their
knowledge horizontally

16% of GenZs were taking online
learning courses to acquire **new skills and
knowledge in areas that interest them**

What
kind of content is
consumed by GenZs?

Who are the
influencers they
look up to?



GenZs are looking
for meaningfulness –
meaningful interactions,
meaningful usage,
and meaningful stories

What kind of
narratives resonate
with them today?

GenZs believe in
mindful consumption - they
adopt brands which
represent their **core values**

4 out of 10 look for products
with a purpose, thoughtful narrative, and
brands supporting a cause

Find out more about the

10 Values

they connect with & what
brands to embrace

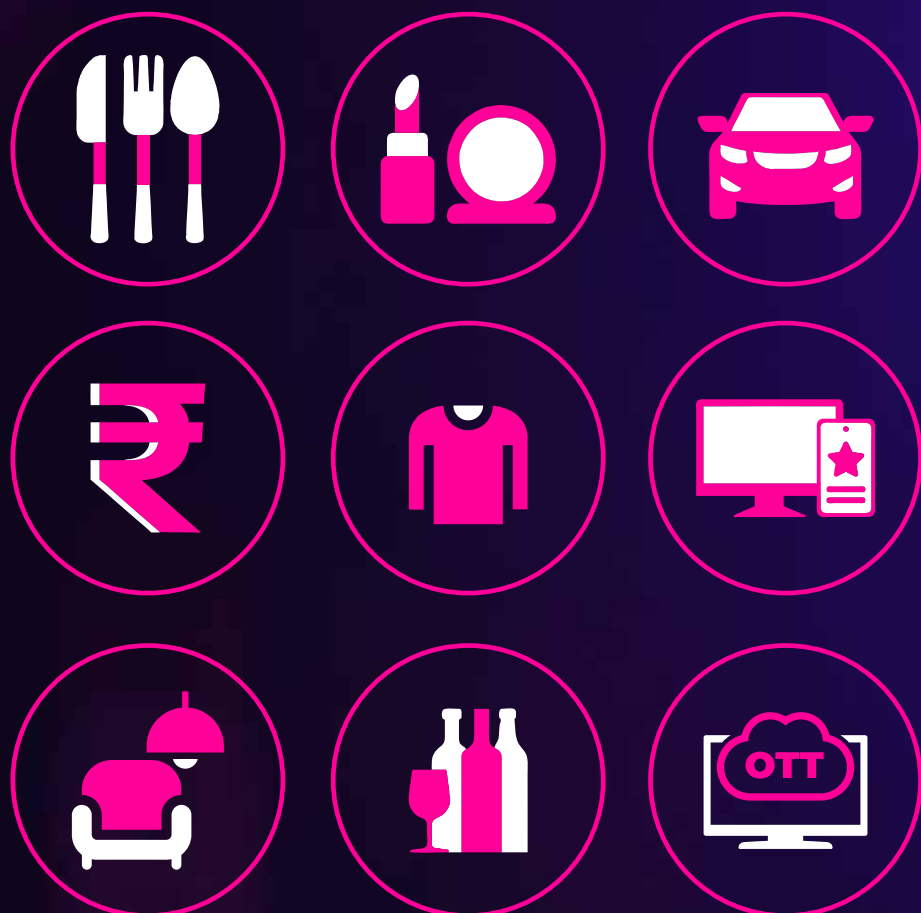
GenZs take pride and are participating in **India's growth story**, seeking home-grown brands to **uphold key values they look up to**

A peek into which Indian brands have made it to the GenZ favourite list

To sum it up, a generation which is fluid, dynamic, not boxed-in... looking for personalization, new avenues of self-expression and are not fearful to challenge the status-quo-

What does it mean for categories?

Look out for the top trends of 2024...**across 9 + categories**





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Find out more in the **GenZ 2024** Report by NIQ

CONTENT

Decoding the GenZ

- Their values & what they live by
- Their role models
- Their vulnerabilities

The key values they look for when seeking products & categories

- The values which matter and how they translate into expectations from categories
- Brands which symbolize these values and become GenZ favourites

The NIQ perspective

- What can brands learn?

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