



India's Premium Leap & Rise of Luxury

NIQ unveils how high consumer focus takes Premium to a new high in FMCG and Tech & Consumer Durables

Highlighting key themes & insights driving premiumization trends in India



India's Premium Landscape

Content line up



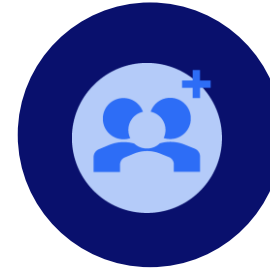
OVERALL FMCG & T&D



BASKET MIX
Contribution & Gr%



REGIONAL MIX
Contribution & Gr%



POP STRATA
Contribution & Gr%



CHANNEL MIX
Contribution & Gr%

Themes

- ❑ **Drivers** for Premiumization In India
- ❑ **E-commerce** Premiumization Snapshot (Metro & 32 Categories)
- ❑ **Manufacture** Snapshot (Large Medium Small)
- ❑ **Emerging themes** in Premium & Luxury
- ❑ **New Launch** – Proportion of Premium new launches by Channels and Consumer Baskets

FMCG Baskets : Staples, Processed food, Home care & Personal care

T&D Baskets : TV, Smartphone, Laptops, Washing Machines, Refrigerator, Air conditioners

Time Period : MAT Apr'24 (2-year CAGR)

Cost : INR 10 lakhs

