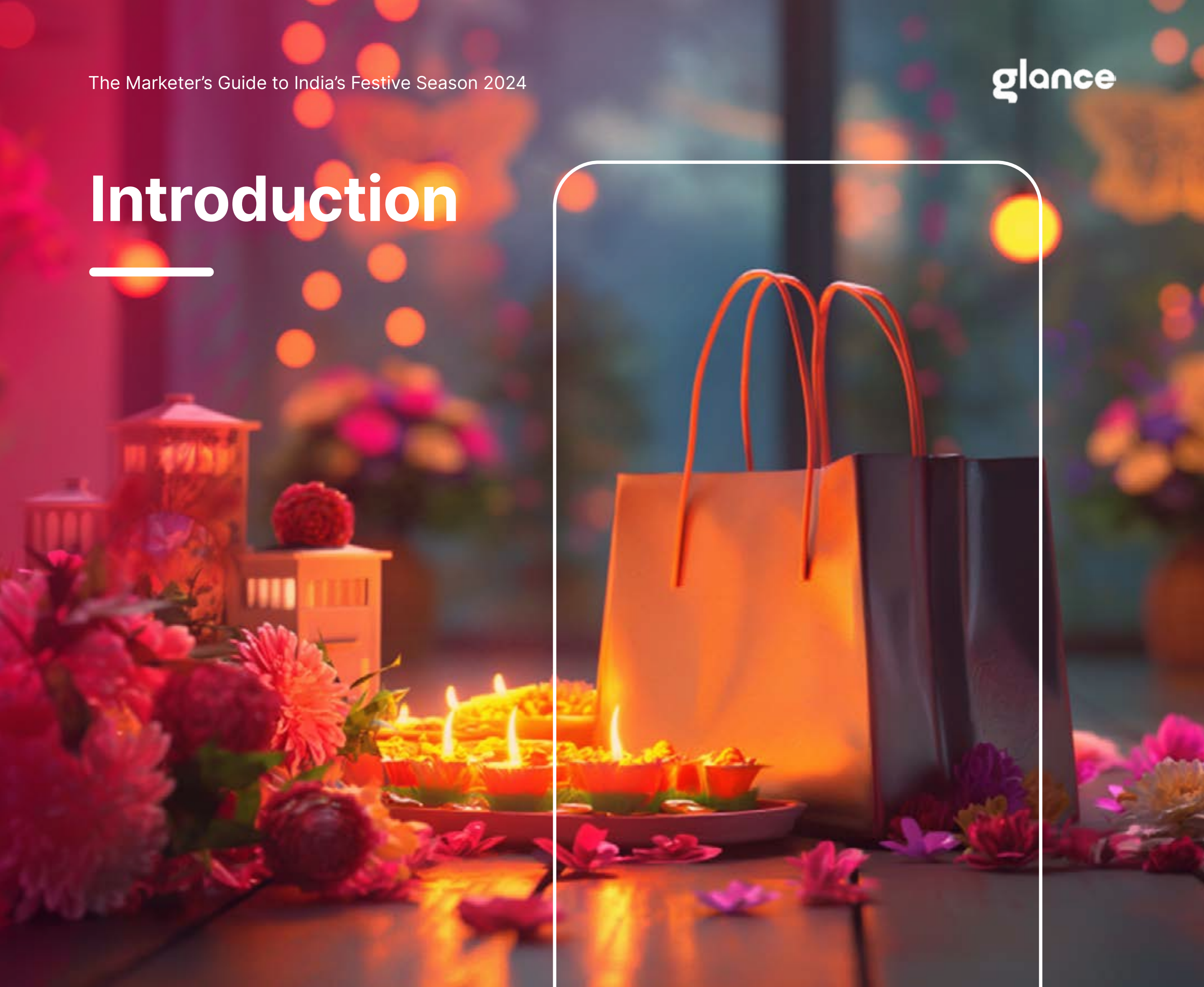


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The Marketer's Guide to India's Festive Season 2024



Introduction



The festive season is in full swing, and it is time for your brand to shine brighter than ever!

As your audience shops and celebrates, be ready to entice, surprise, and delight them with strategies from **The Marketer's Guide to India's Festive Season, 2024**.

Dive into:



Consumer behavior during the festive period



Vertical-specific insights and strategies for CPG, Consumer Durables, E-Commerce, OTT, QSR, and Retail



Exclusive **insights** from the **Glance platform**



Trends shaping mobile marketing

Research Methodology

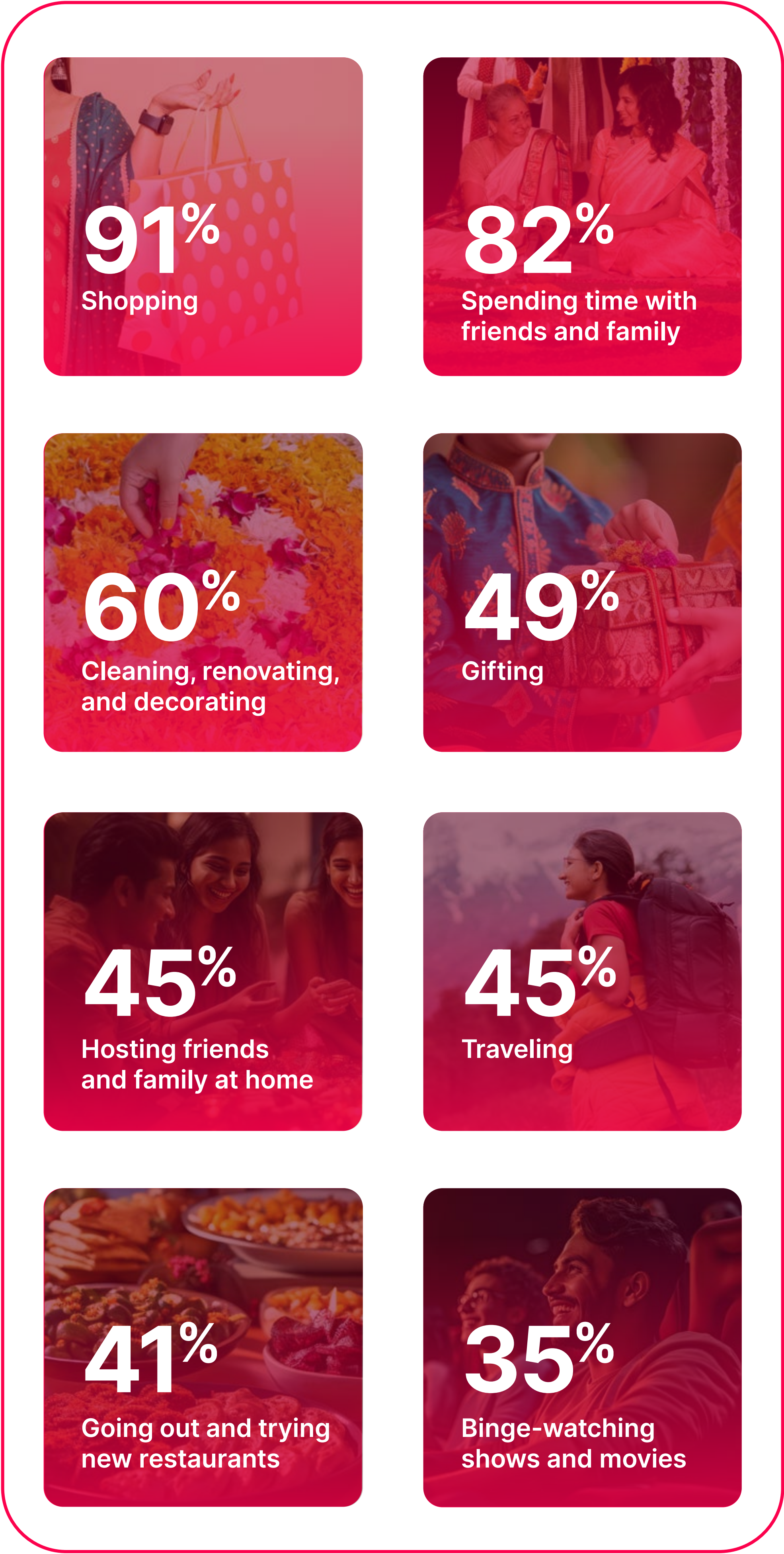
- ◆ On-device surveys comprising Indian mobile users (Sample size n = 1,000)
- ◆ Respondents recruited between August 26 and 27, 2024
- ◆ Results targeted and weighted to be representative of India's smartphone population



Inside the Mind of Festive Indian Consumers

What Sparks Joy

How Indian consumers will spend their time this festive season



What Ignites Inspiration



Top 3 factors that influence festive shopping

33%
said they would seek **new trends and unique experiences**

28%
reported **recommendations from friends and family** influenced activities

13%
stated they were inspired by **celebrities and influencers**



Traditional rituals and cultural nuances were another influence on Indian consumers, leading them to spend time with loved ones and revamp their homes.

Where Preferences Pop Up



Festivities go beyond home

Over 8 in 10 plan to spend time with loved ones
But only 45% plan on hosting them at home



The love for the familiar shines

Over 9 in 10 consumers plan to shop
But only 39% want to discover new trends



The Festive Frenzy



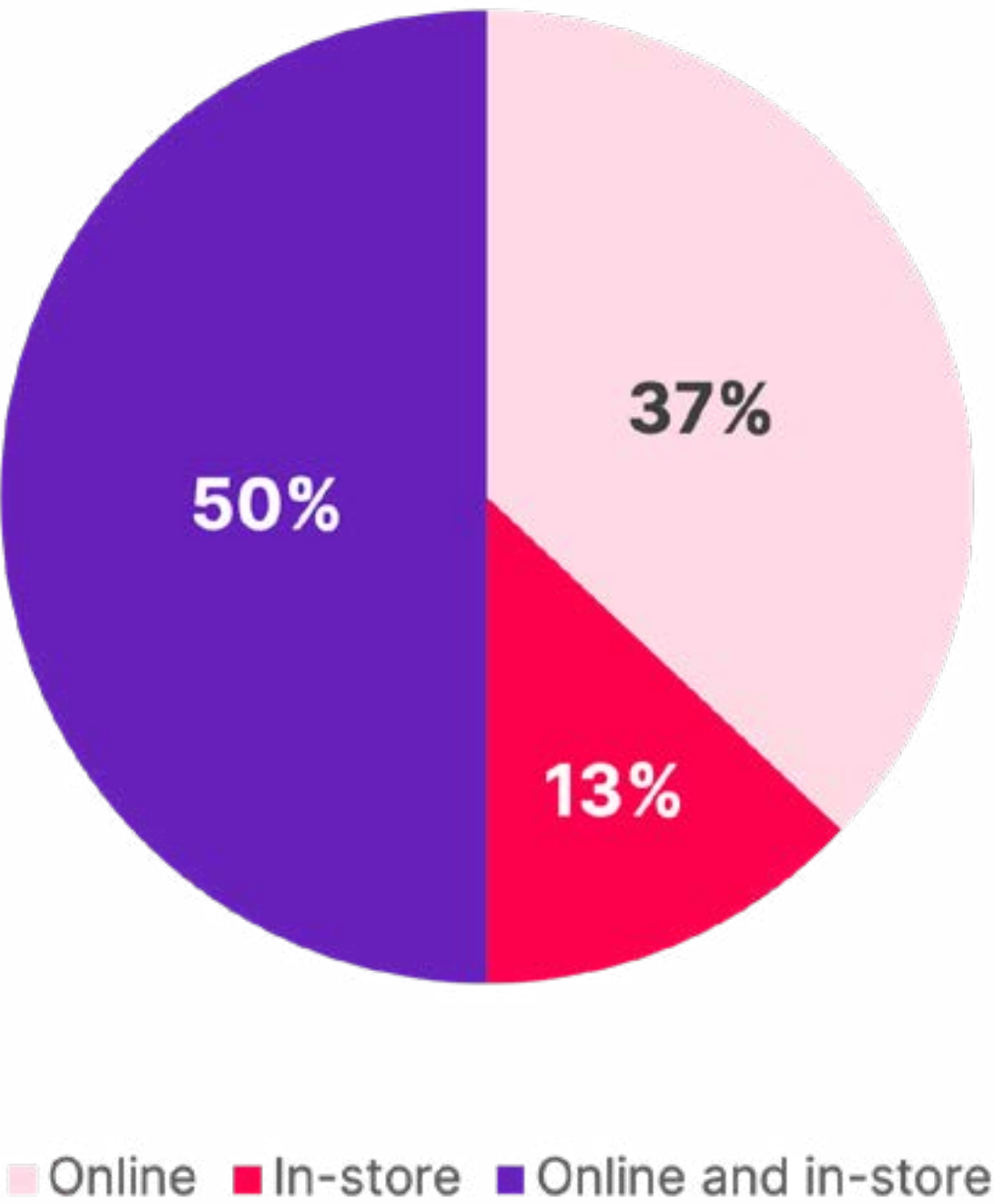
When Spends Skyrocket



Budgets are booming

77% increased their budgets compared to the previous year
Over 1 in 4 plan to spend over ₹50,000 this festive season

Where Indians plan to spend their festive shopping budgets



Q. With respect to last year, how has your budget changed for festive activities? | Sample size: 500
Q. What will be your total expenditure on all activities during festivals this year? | Sample size: 500
Q. Where will you spend more of your festive shopping budget? | Sample size: 500

When Shopping Soars



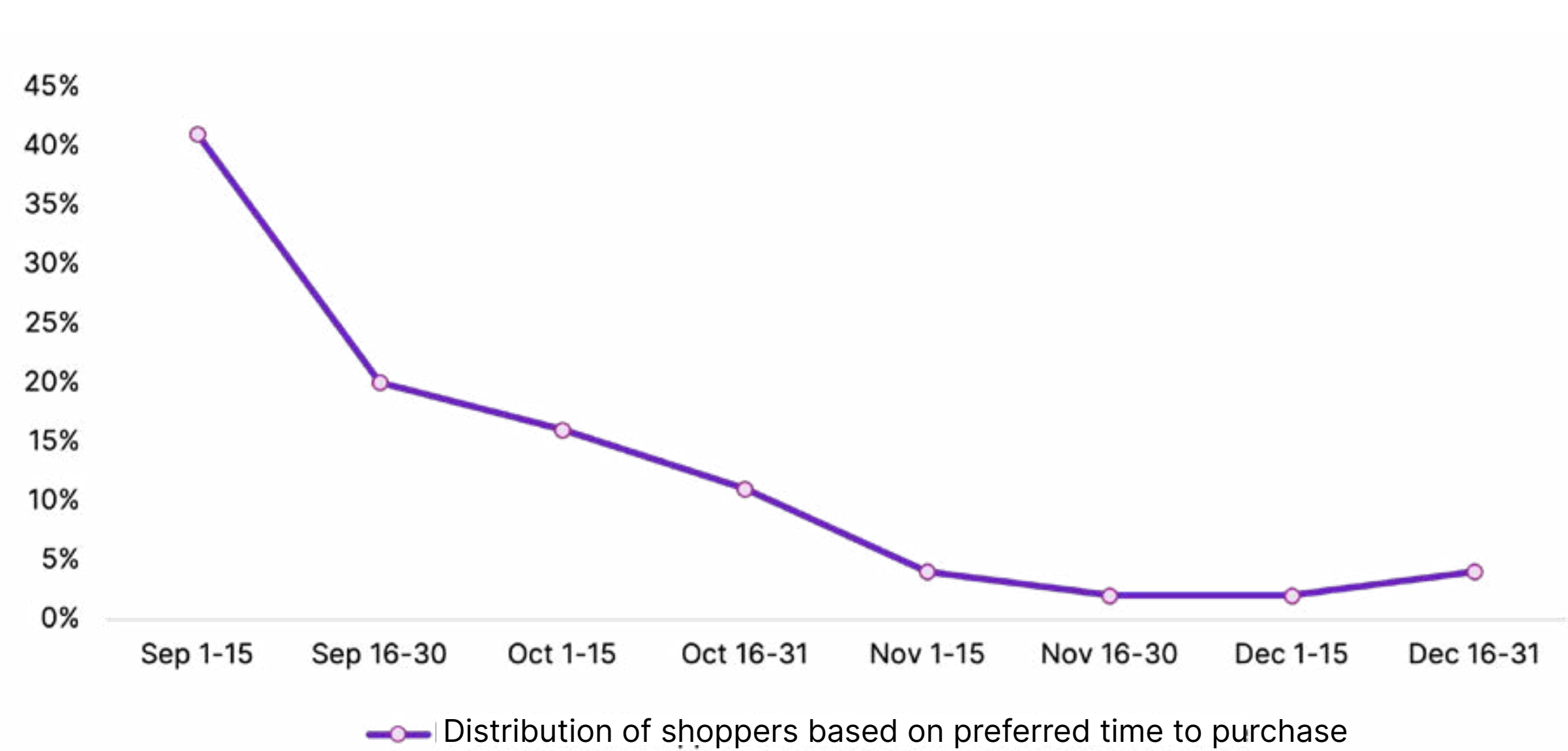
The time to shine

Much like festive shoppers, marketers must **start early**.

Distribution of festive shoppers based on preferred time to purchase



Distribution of festive shoppers based on when they start planning their shopping

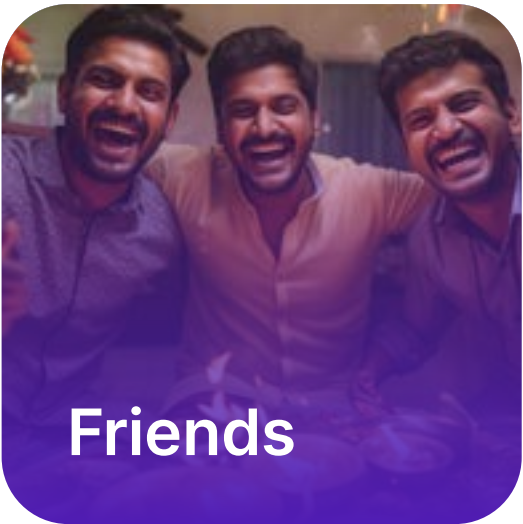


Q. What time of the day do you usually make purchases? | Sample size: 500
Q. When do you intend to start planning for each of the selected festive activities this year? | Sample size: 500

Who the Spotlight Shines On



Who Indians shop for



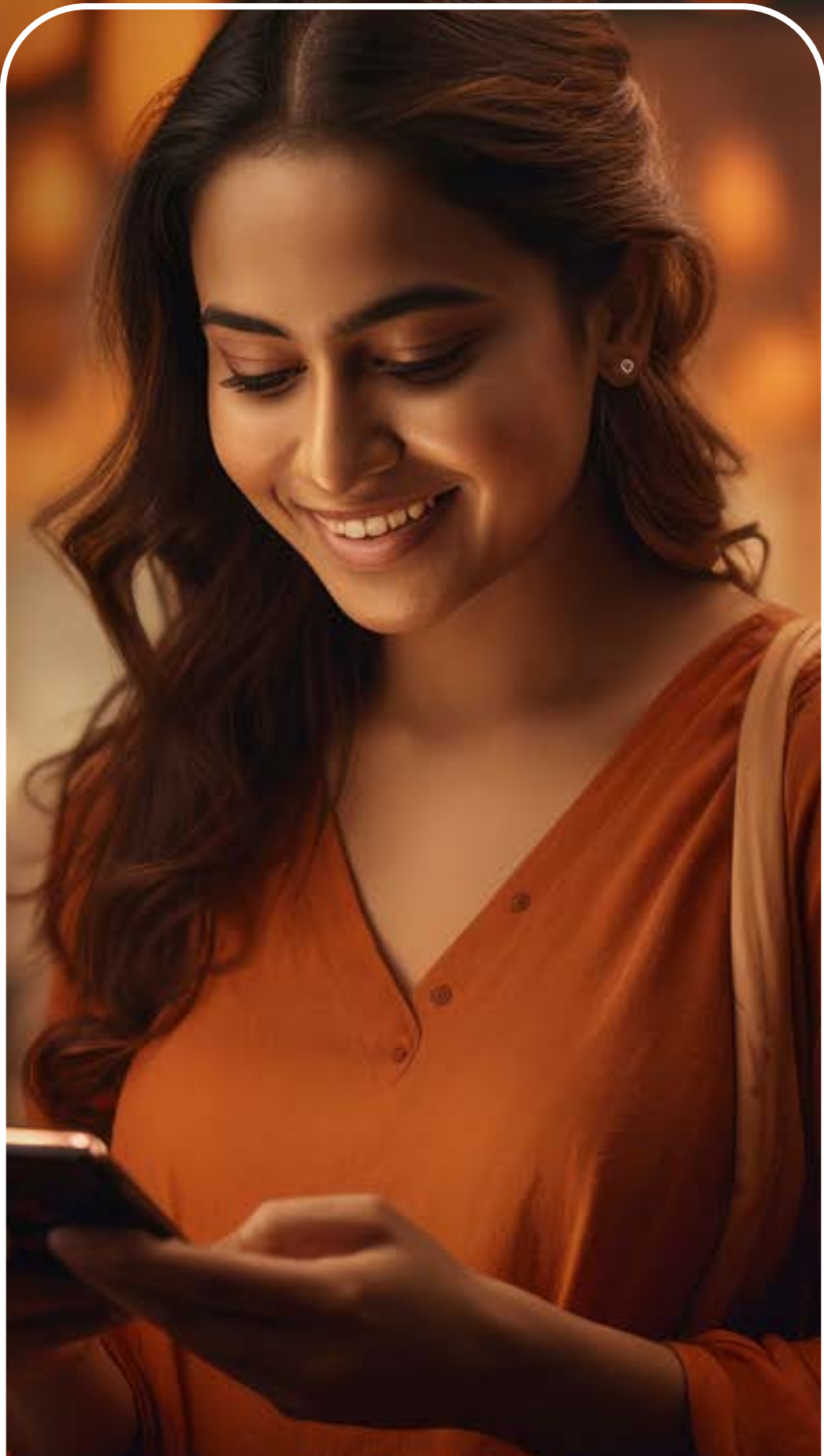
59%

said family members were a priority

34%

said they would spend more on themselves

Why Mobile is a Festive Must-have



The mobile mania

85%

of consumers will spend time on **shopping apps** around festivals

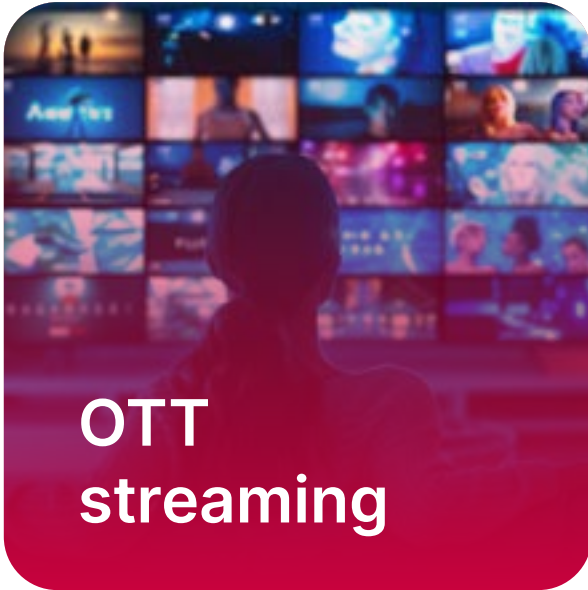
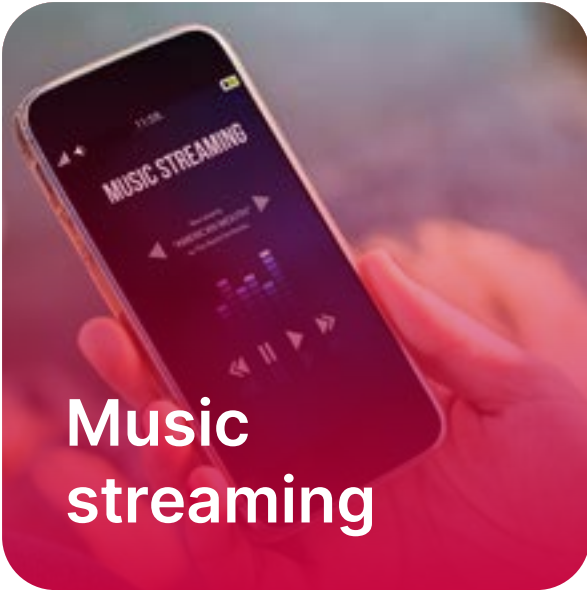
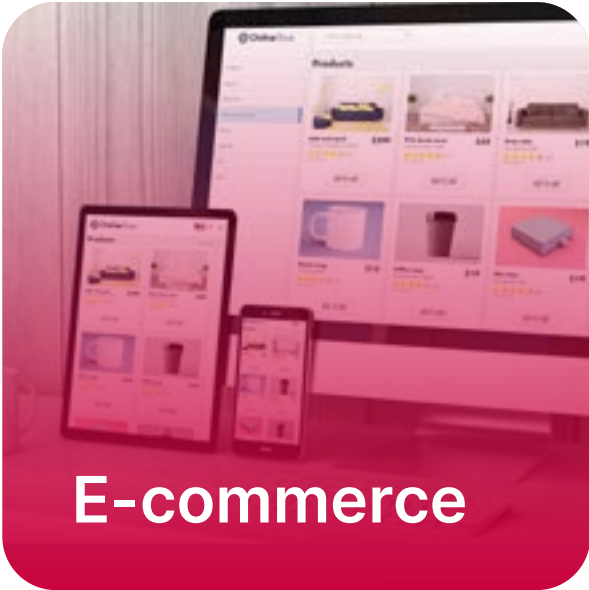
43%

of shoppers make purchases on mobile a **few times a week**

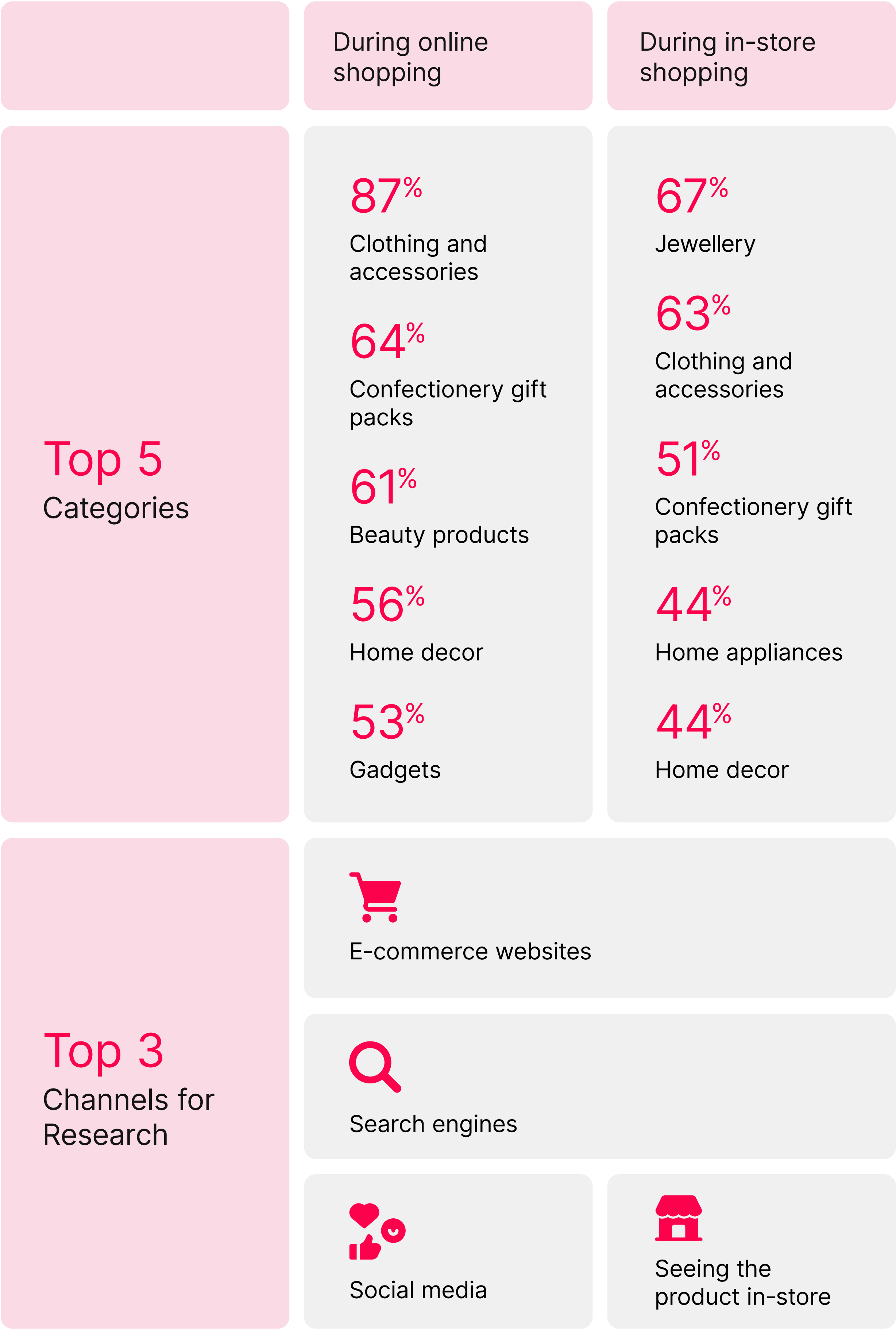
11%

make purchases on mobile **daily**

Top 3 apps of the season

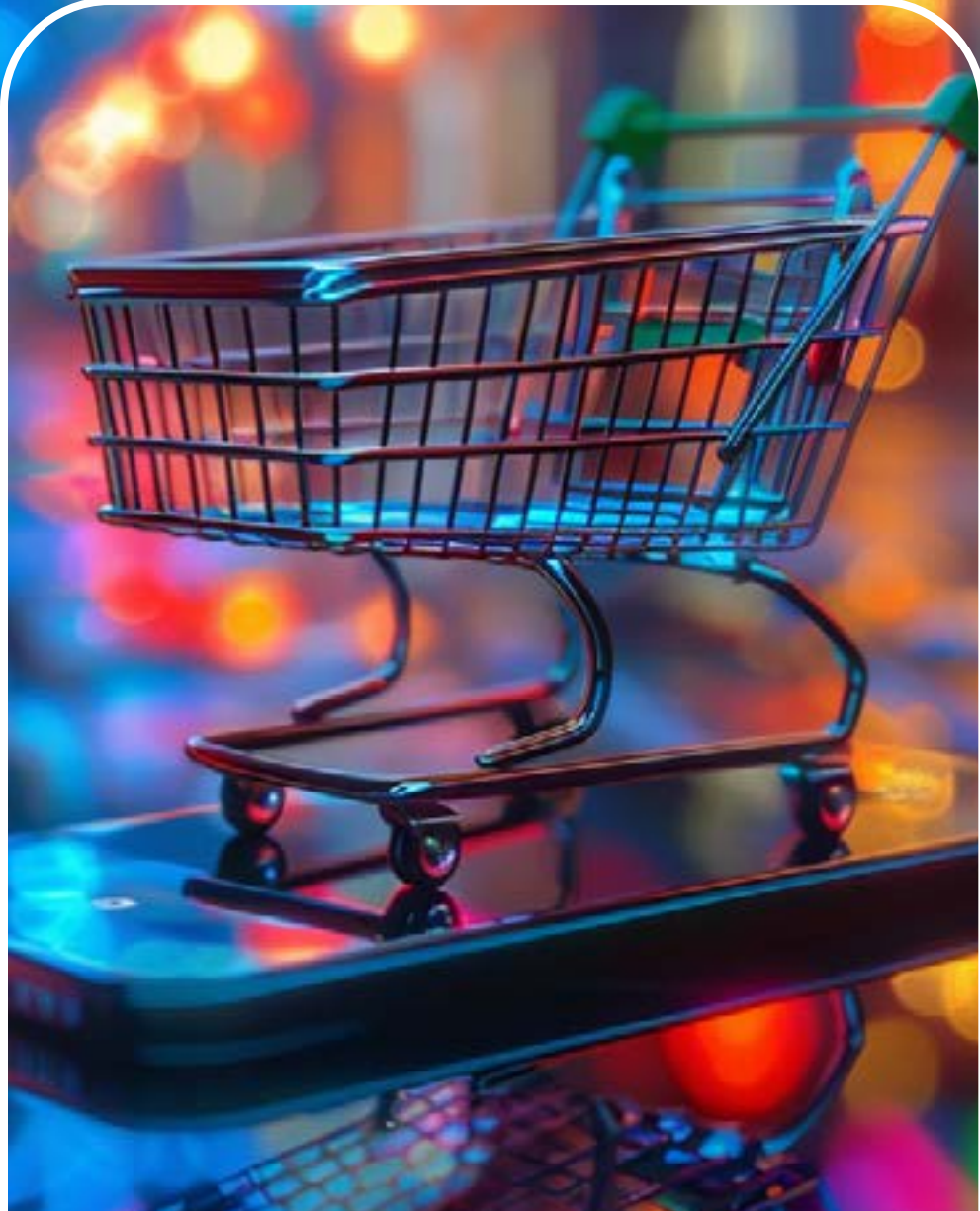


How Hauls Look Online and Offline



Q. Which of these items will you buy online during the festive season? | Sample size: 500
Q. What will you buy in-store during the festive season? | Sample size: 500
Q. How will you explore or research about these products before buying them online? | Sample size: 500
Q. How will you explore or research about these products before buying them in-store? | Sample size: 500

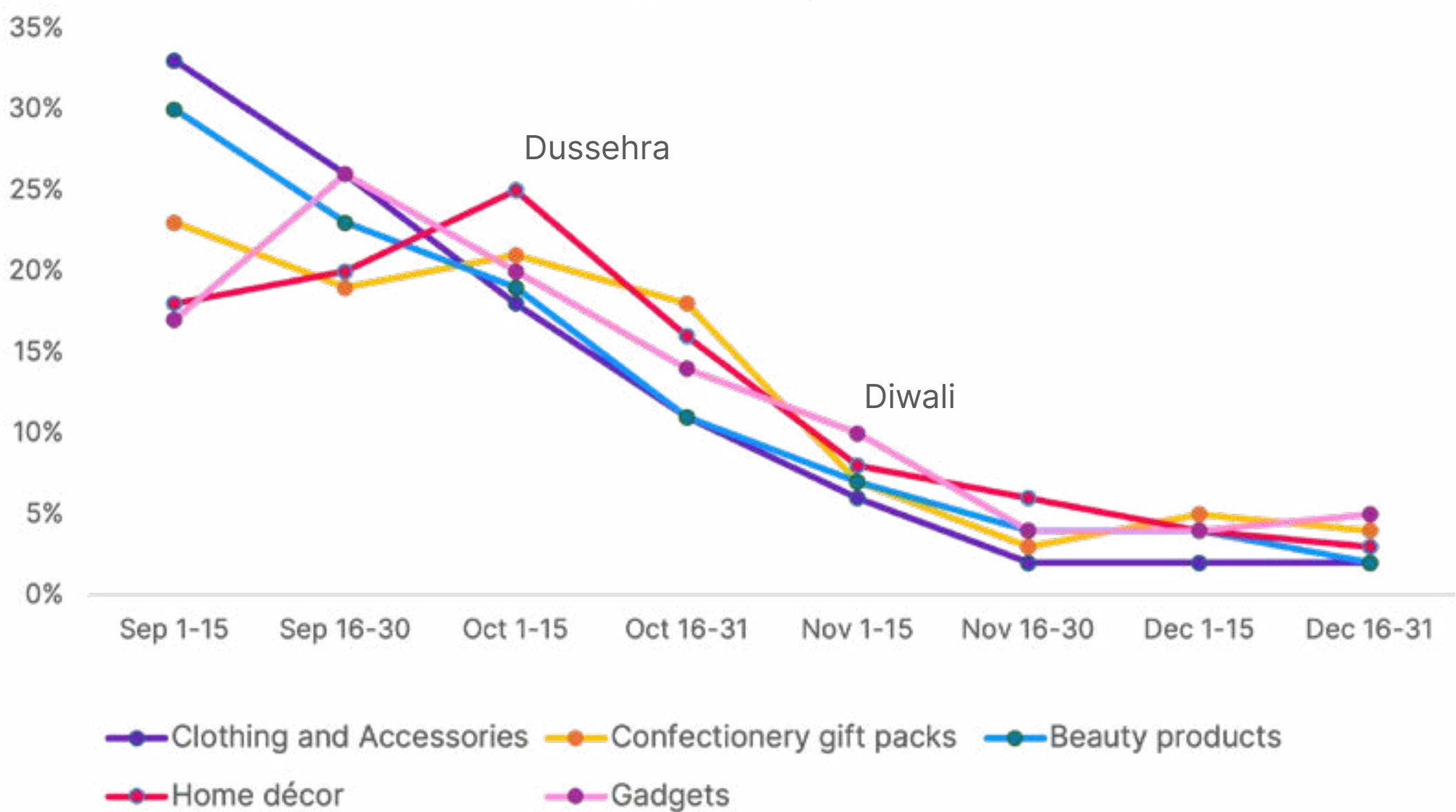
When Online and Offline Purchases Peak



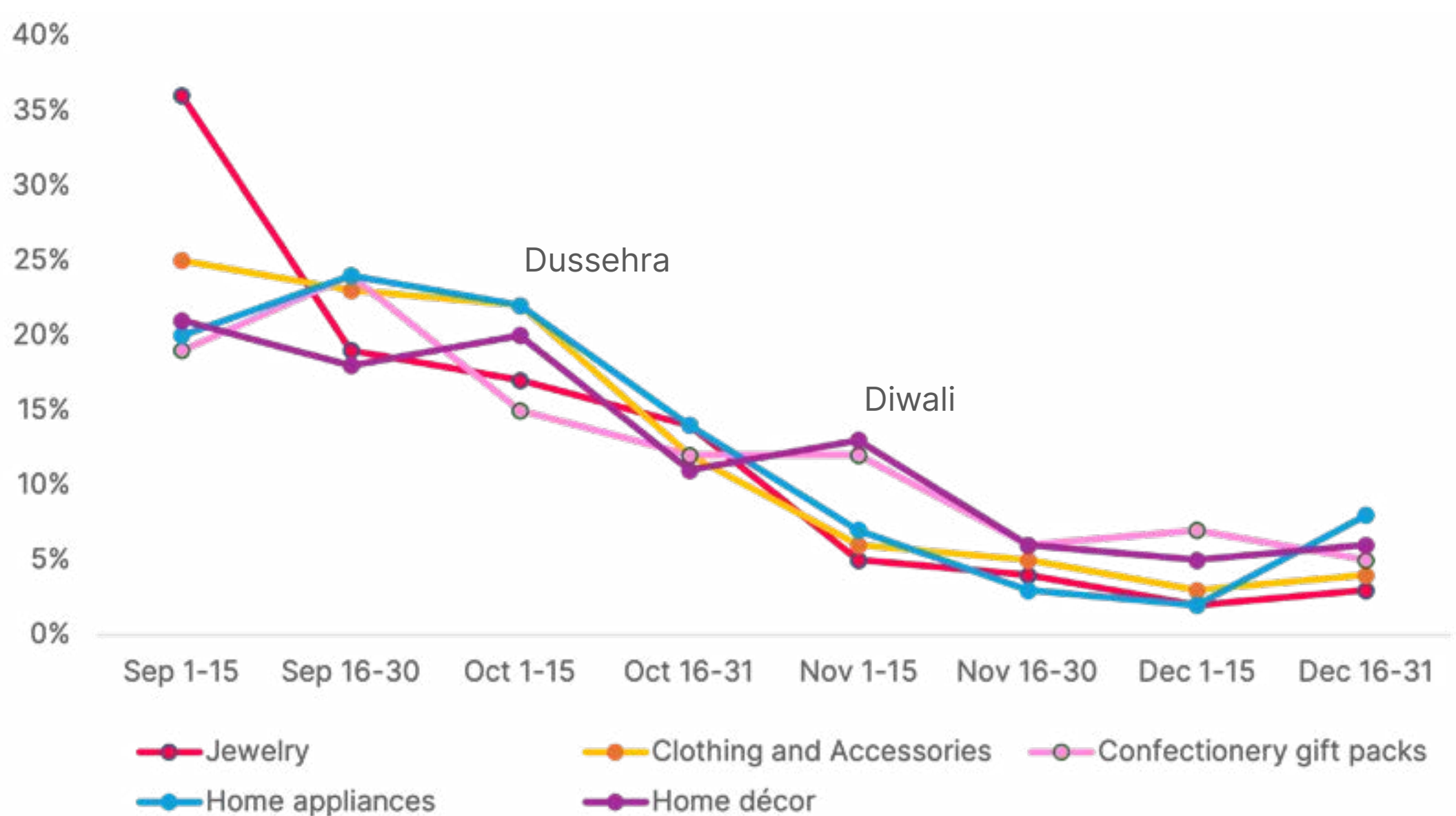
A rush from September to October

The offline shopping period is slightly extended, spilling into early to mid-November.

When buying begins online



When buying begins in-store



Q. When will you buy these items online? | Sample size: 500
Q. When will you buy these items in-store? | Sample size: 500



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India's Festive Personas



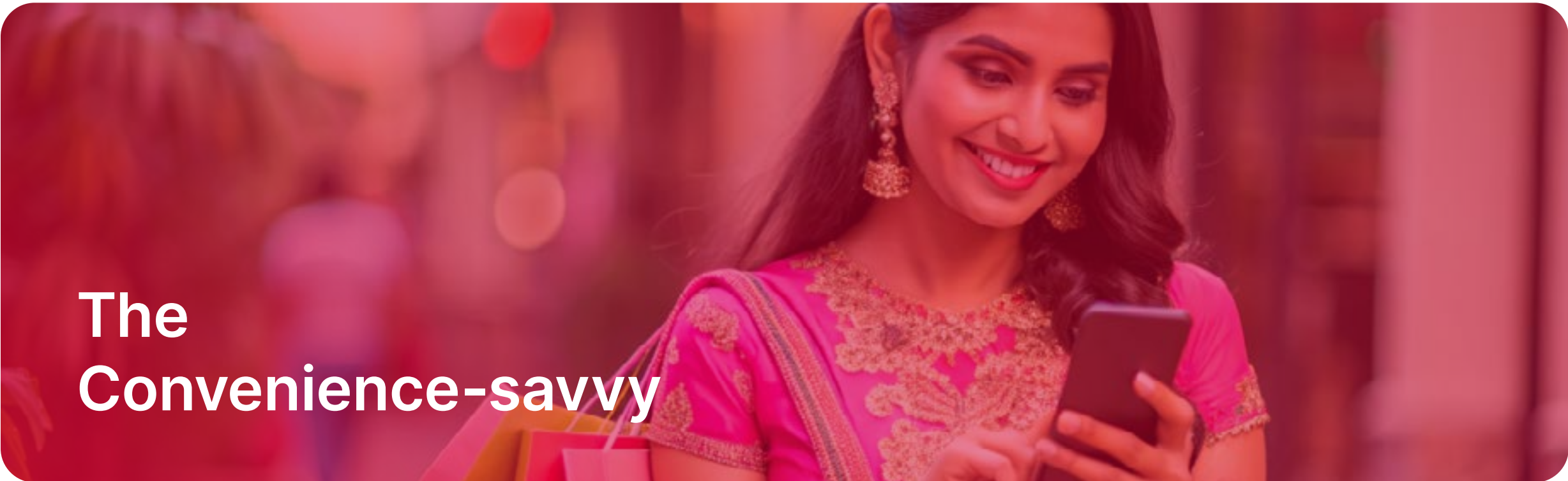
The Three Types of Consumers



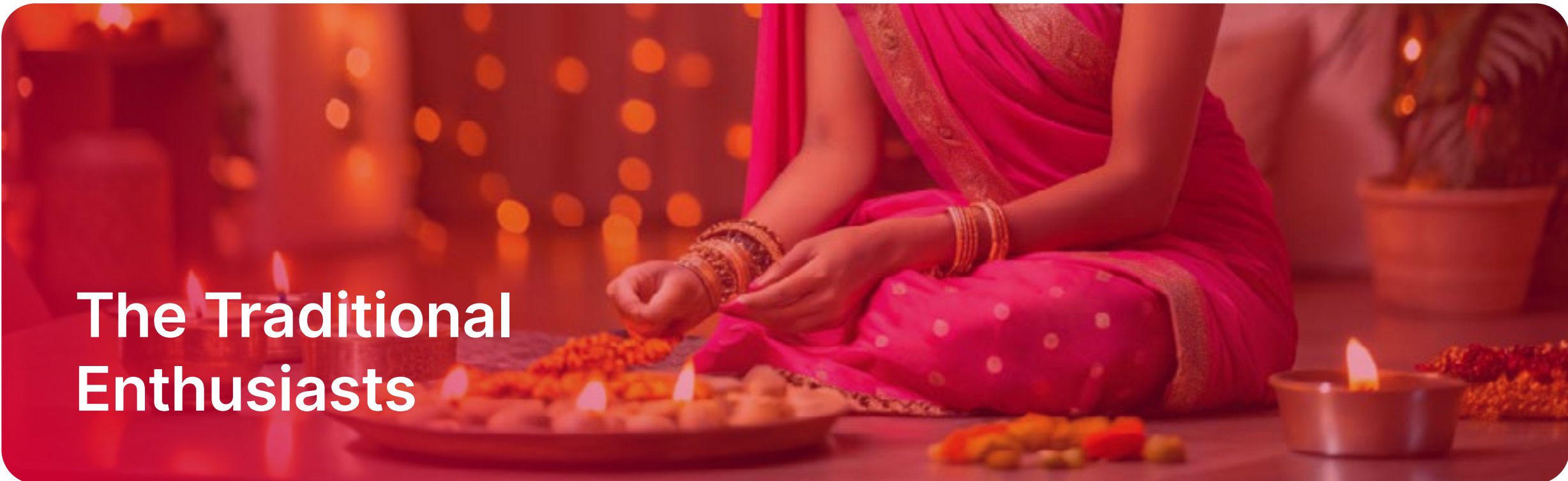
Based on consumer preferences, influences, and behavioral patterns, three distinct types emerge:



The Experience Seekers



The Convenience-savvy



The Traditional Enthusiasts

Now, let us understand the characteristics that define these three personas. In the next few pages, we explore how these traits affect how they approach the festivities.



Know these three types and their traits

Keeping them in mind while crafting your communication and creatives will help elevate the appeal of your festive campaigns

Type 1

The Experience Seekers



The Experience Seekers value **social interactions** and want **thoughtful interactions** across everything they do.

50%

are motivated by **themed dining experiences**

37%

said a **unique in-store experience** will encourage them to make more purchases

~3 in 4

value OTT apps for enabling **family bonding and togetherness**

Q. During the festive season, which factors motivate you to eat from restaurants? | Sample size: 466
Q. What would encourage you to make more purchases in retail stores? | Sample size: 466
Q. What role do OTT apps play during the festive season? | Sample size: 466

Type 2

The Convenience-savvy



The Convenience-savvy consumers prioritize **ease and efficiency**, seeking **quick solutions**.

48%

rely on **quick commerce** platforms for last-minute purchases

34%

stated they preferred having food **home-delivered** during the festivals

62%

said **easy returns and exchanges** would encourage them to purchase products in-store

Q. How often do you use quick commerce platforms (Blinkit, Swiggy Instamart, Zepto, etc.) for last-minute purchases? | Sample size: 466
Q. Do you prefer dining-in, takeaway, or home delivery from restaurants during the festivals? | Sample size: 466
Q. What would encourage you to make more purchases in retail stores? | Sample size: 466

Type 3

The Traditional Enthusiasts



These shoppers give great importance to their **rituals and culture**, which influences their behavior during the season

60%

of festive consumers said they would take the time for **customary home cleaning and decoration**

31%

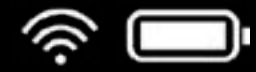
are **influenced by rituals** and cultural nuances while renovating homes

1 in 4

reported that **Indian traditions inspire** them to host friends and family at home

Q. Which of the following activities will you spend the most time on during the festivals? | Sample size: 500
Q. Which of these factors influence you the most while planning for the selected festive activities? | Sample size: 500

Network

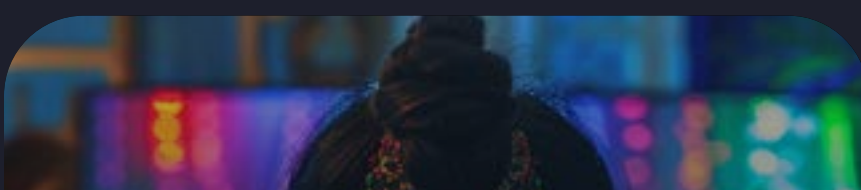
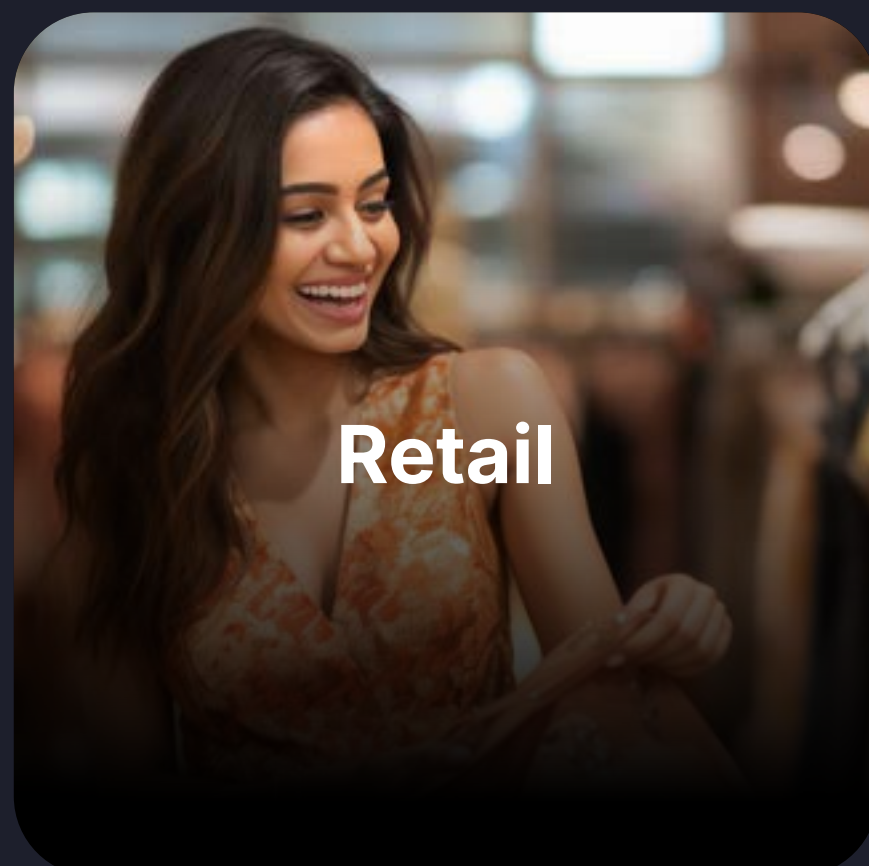
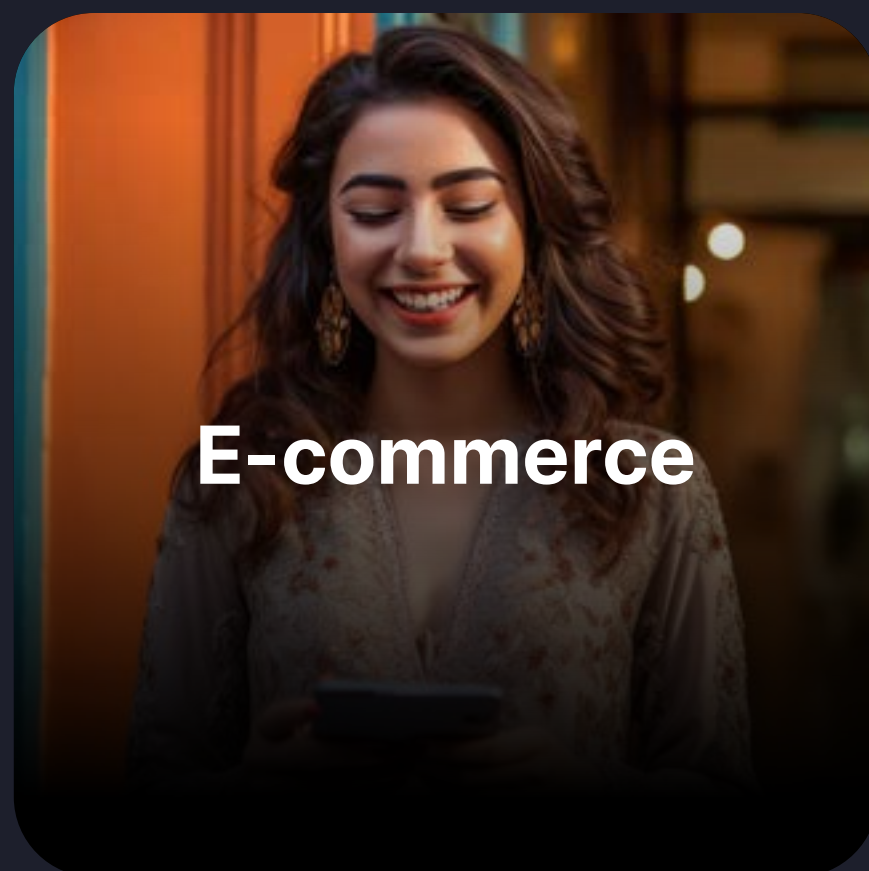


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Select categories

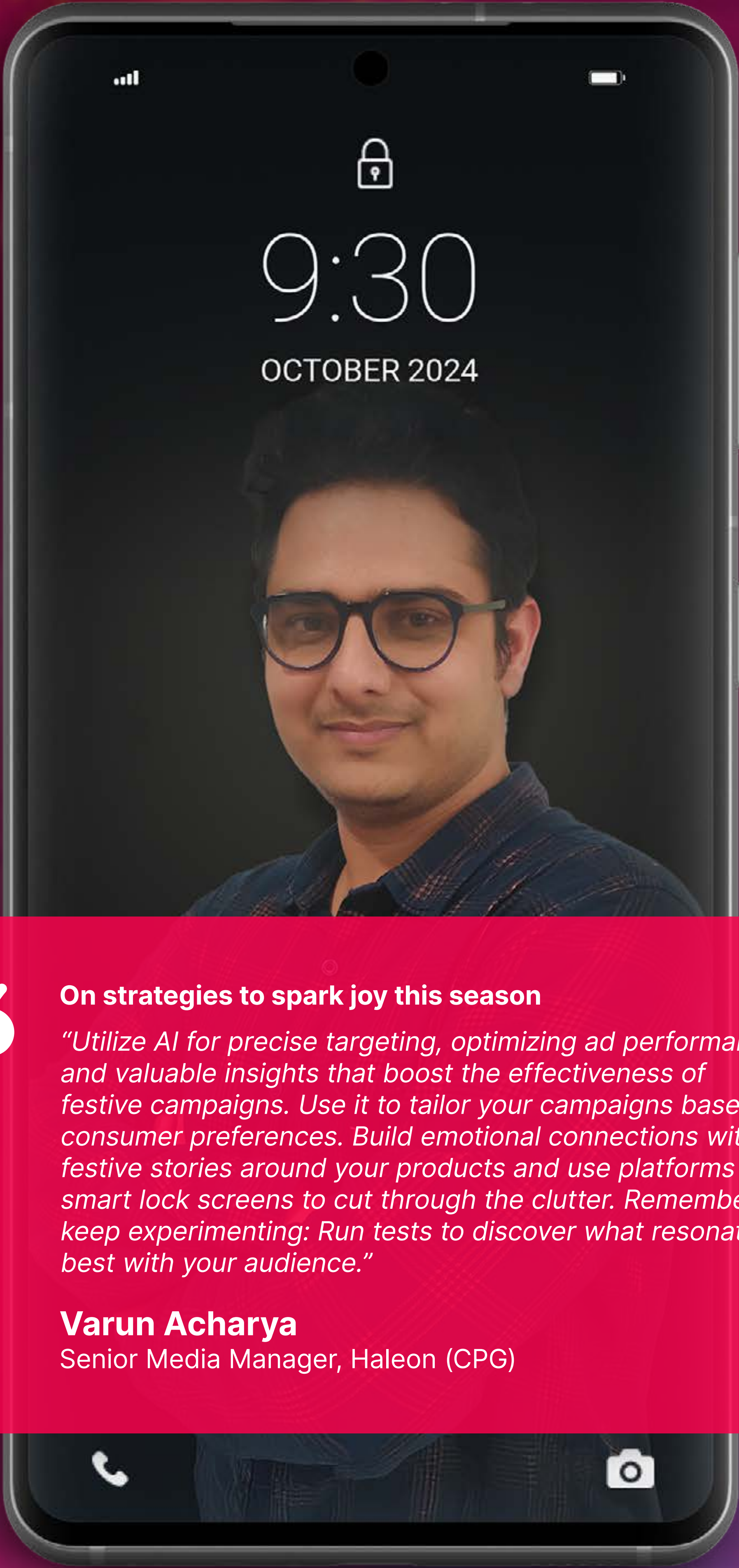
Based on your personal interests and preferences



How the Festivities
Look Across Industries



Expert Take: How Brands Can Shine



“

On strategies to spark joy this season

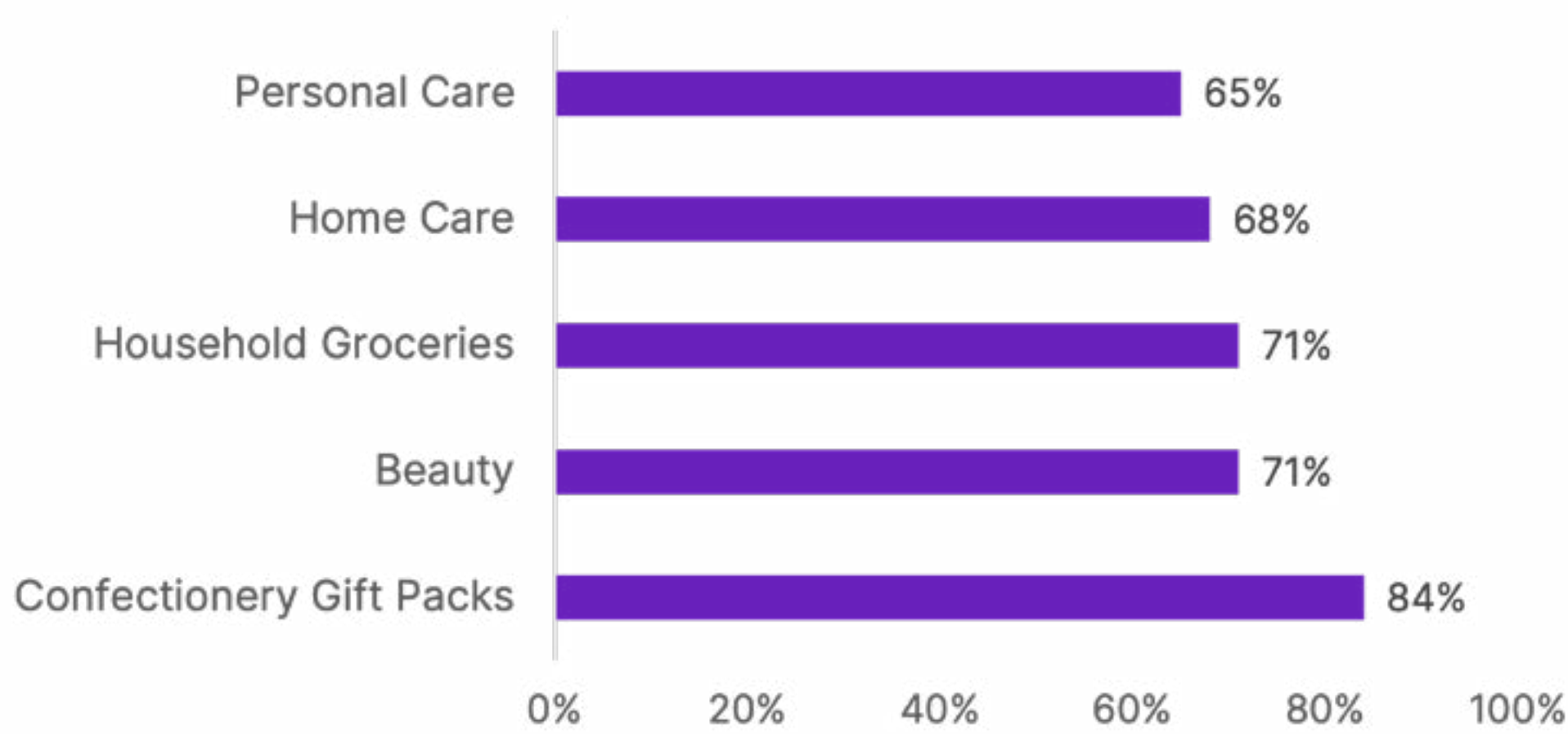
“Utilize AI for precise targeting, optimizing ad performance, and valuable insights that boost the effectiveness of festive campaigns. Use it to tailor your campaigns based on consumer preferences. Build emotional connections with festive stories around your products and use platforms like smart lock screens to cut through the clutter. Remember to keep experimenting: Run tests to discover what resonates best with your audience.”

Varun Acharya
Senior Media Manager, Haleon (CPG)

Taking a Stock of Consumer Packaged Goods



Categories of items bought



Top-ranked shopping destinations

Online

36% ranked e-commerce platforms as their top choice

Offline

25% ranked supermarkets and specialty stores #1

Quick-commerce apps: for last-minute festive purchases

48% of consumers said they use them **several times a week**

DID YOU
KNOW?

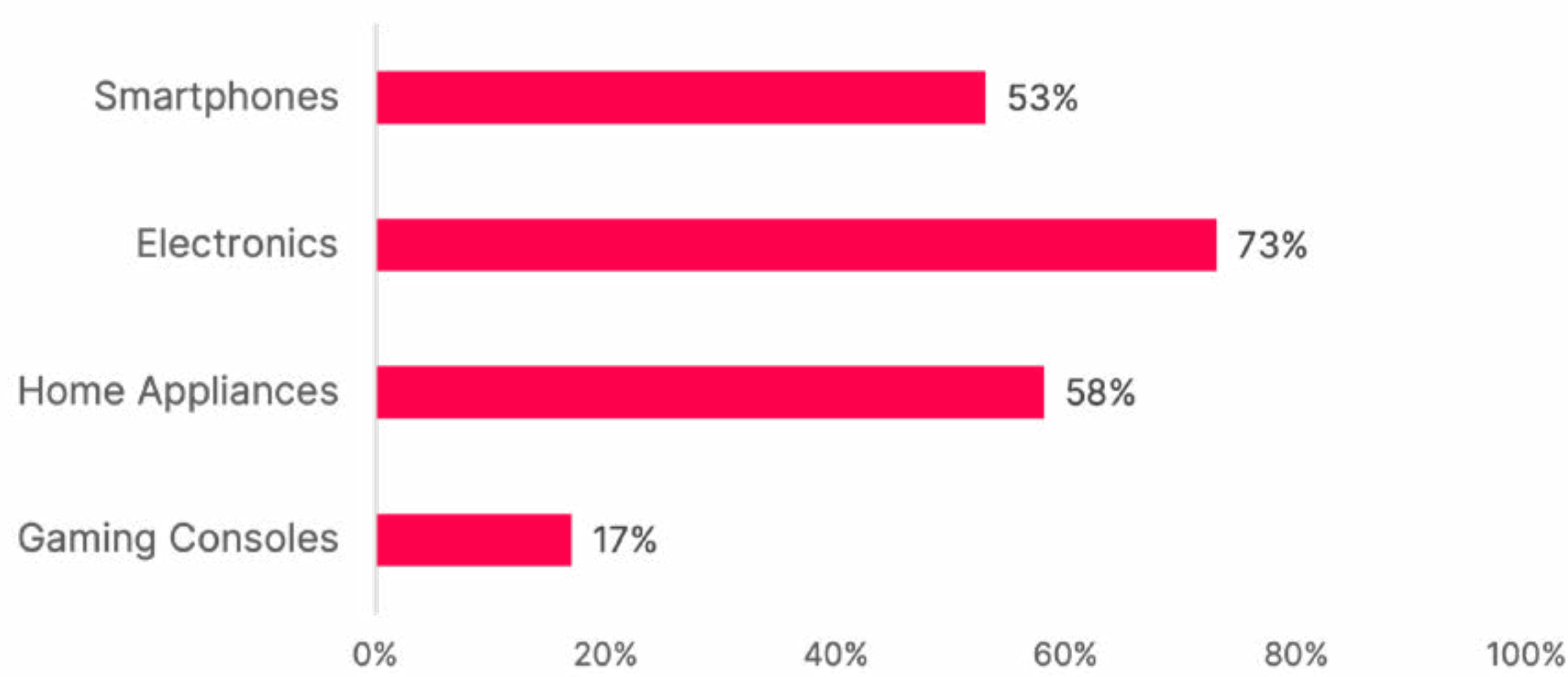
~**30%** of Glance users turn to quick-commerce apps **daily**

Q. Which of these personal use items will you buy during the festive season? | Sample size: 466
Q. Where do you prefer shopping for personal use items during festivals? Rank in the order of preference | Sample size: 466
Q. How often do you use quick commerce platforms for last-minute purchases? | Sample size: 466
Q. Have you ever purchased any of the following consumer durables on a quick commerce app? | Sample size: 466

What Consumer Durables Have in Store



Categories of items bought on quick commerce apps



DID YOU
KNOW?

Over 3 in 10 Glance users have ordered electronics on quick commerce apps




Q. Which of these personal use items will you buy during the festive season? | Sample size: 466
Q. Where do you prefer shopping for personal use items during festivals? Rank in the order of preference | Sample size: 466
Q. How often do you use quick commerce platforms for last-minute purchases? | Sample size: 466
Q. Have you ever purchased any of the following consumer durables on a quick commerce app? | Sample size: 466

Exploring E-commerce



Decoded: Audience-favorite mediums

The winners

-  **68%** Third-party mobile apps
-  **63%** Third-party mobile websites
-  **52%** Third-party websites on computer

***Third-party** apps and websites such as Amazon, Flipkart, Nykaa, etc. which host multiple brands were preferred over standalone brand platforms.*

DID YOU KNOW?

~5 in 10
Glance users turn to e-commerce apps for festive shopping needs



Their journey begins right when they pick up their phone, making it important for your brand to be present on the smart lock screen

Top influences for a purchase

- 78%** Festive discounts and offers
- 61%** Flash sales/Deal of the day
- 61%** Cashback/loyalty points

Top reasons for cart abandonment

- 59%** Long delivery time
- 55%** A better deal elsewhere
- 48%** Unexpected shipping costs

Q. Which e-commerce channels do you prefer for online shopping? | Sample size: 466
Q. What would encourage you to shop more through e-commerce channels around festivals? | Sample size: 466
Q. Which of these reasons have made you leave items in your shopping cart on an e-commerce platform? | Sample size: 466

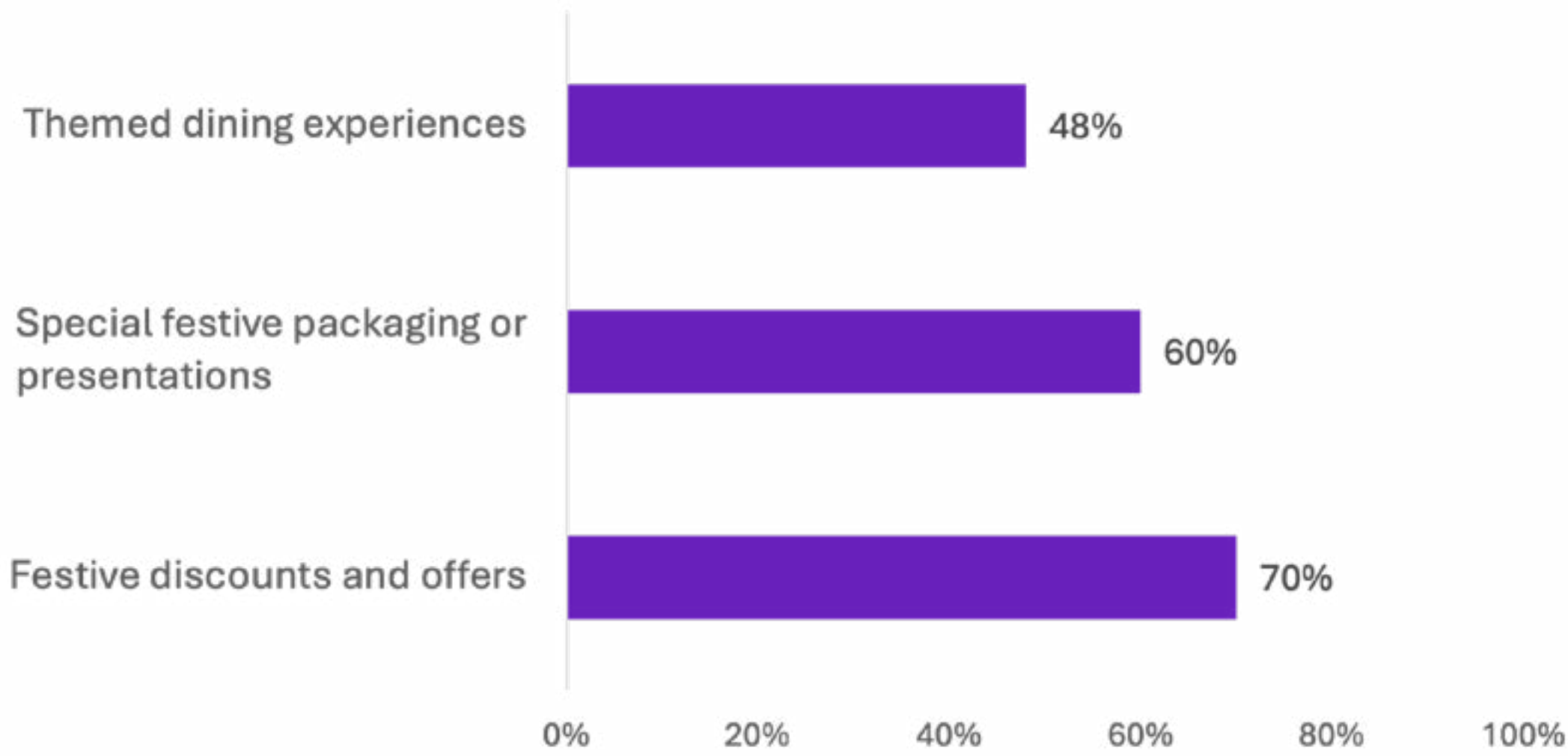
Getting Curious About QSR



The joy of dining out

55% respondents said they choose to dine out rather than stay in, with dinner emerging as their meal of choice

Motivators to dine out during the festive season

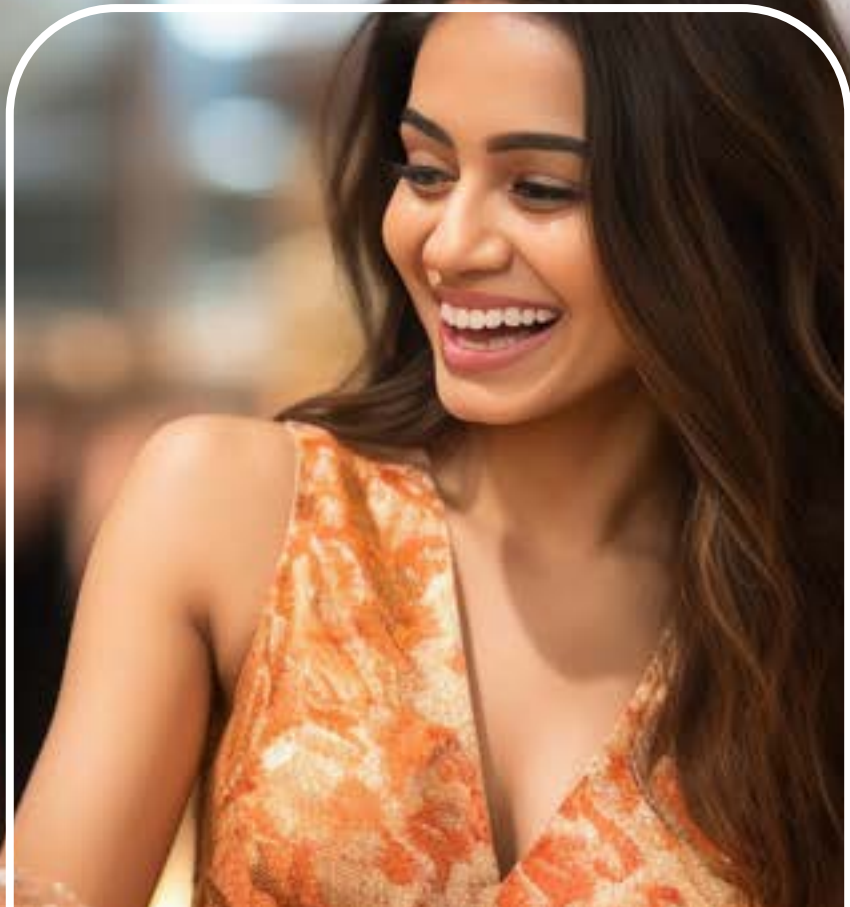


DID YOU
KNOW?

65% of Glance users are attracted to **themed dining experiences** during the festive season, highlighting the importance of using festive elements to engage and delight

Q. During the festive season, which factors motivate you to eat from restaurants? | Sample size: 466
Q. Do you prefer dining-in, takeaway, or home delivery from restaurants during the festivals? | Sample size: 466
Q. What time of day do you prefer to eat from restaurants during the festivals? | Sample size: 466

Walking Through Retail in Detail



Where do shoppers flock offline?

72% Multi-brand stores or shopping malls

70% Supermarkets

In-store purchase motivators and demotivators

What drives purchases?

- 1. Easy returns and exchanges
- 2. Better customer service
- 3. Exclusive in-store discounts

What discourages purchases?

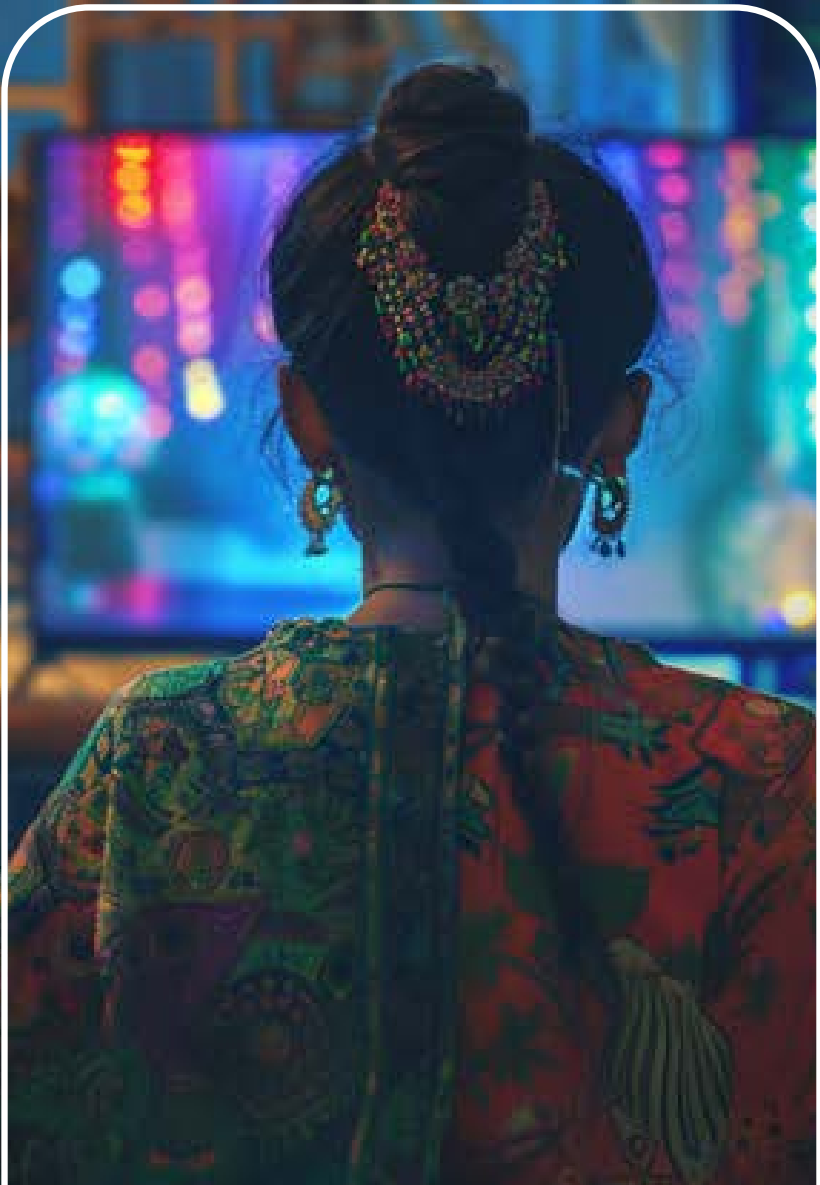
- 1. Online offers that are not applicable in-store
- 2. Long waiting time on key dates
- 3. Lack of festive-themed/ traditional products

DID YOU
KNOW?

~2 in 5
Glance users are drawn to **unique products exclusively sold offline** when shopping in-store, followed by **easy returns and exchanges** and an **enhanced shopping experience**

Q. Which types of retail outlets do you prefer shopping in? | Sample size: 466
Q. What would encourage you to make more purchases in retail stores? | Sample size: 466
Q. What might discourage you from making purchases in retail stores? | Sample size: 466

Watching the OTT Rise



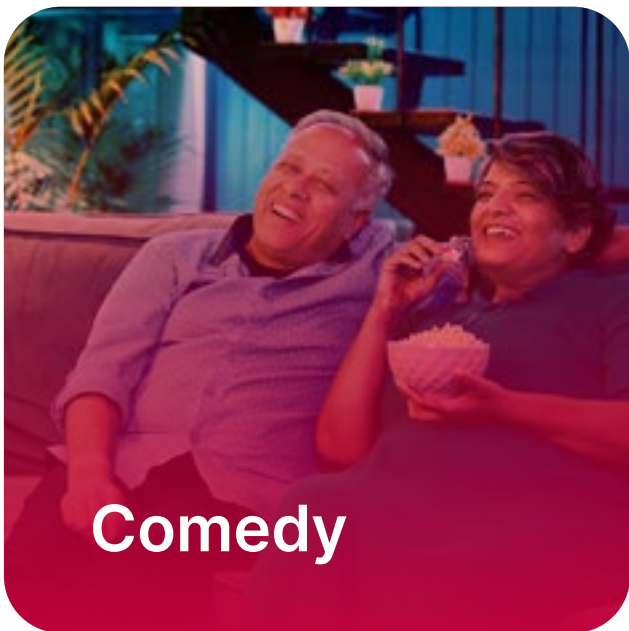
The binge-watching boom

70% of those surveyed shared that they spend an **increased amount of time** on OTT apps during the festive season

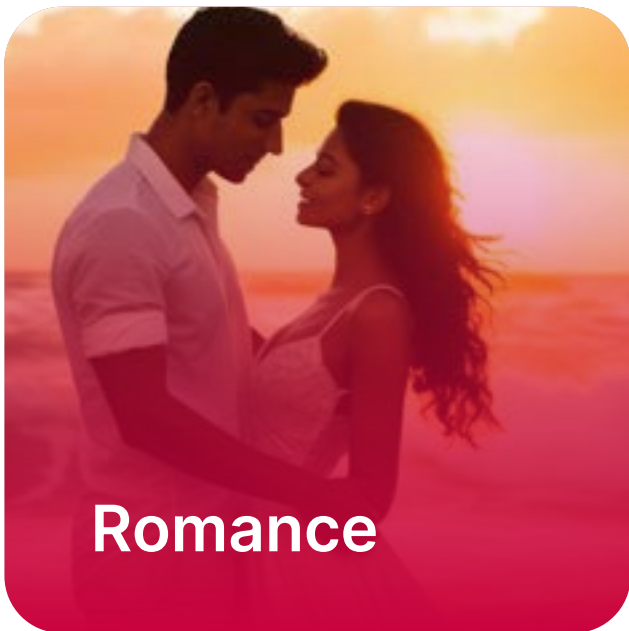
Top categories



Family-oriented



Comedy



Romance

What influences interest

71%
go by platform suggestions

66%
go by reviews and ratings

DID YOU KNOW?

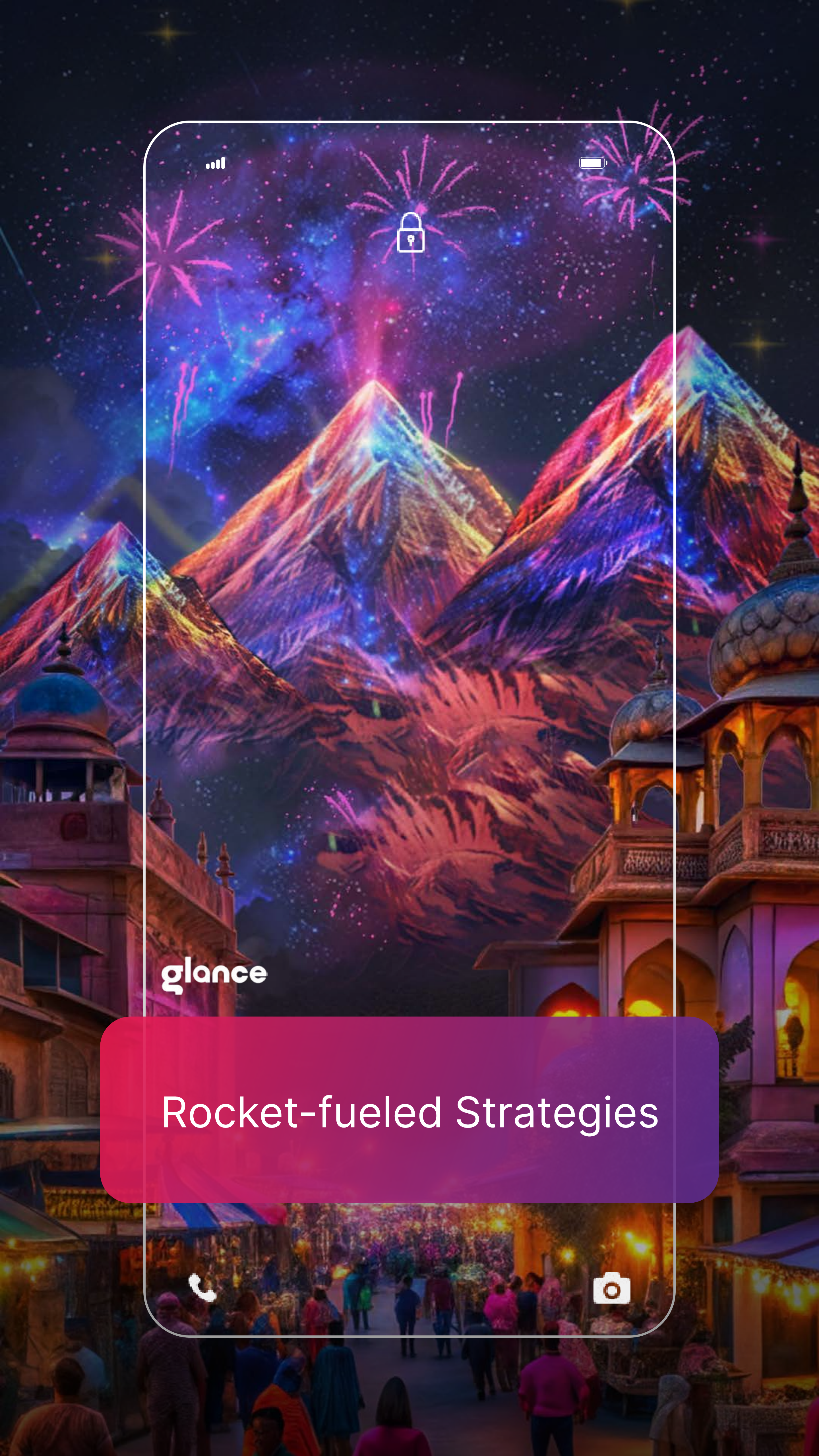
>50%
of Glance users seek recommendations from friends and family to pick what to watch

Why people turn to OTT

74% for family bonding and togetherness

70% for relaxation and unwinding

Q. What type of content do you prefer consuming online for entertainment during the festive season? | Sample size: 466
Q. How do you typically discover what to watch? | Sample size: 466
Q. Does your time spent on OTT apps increase or decrease during the festive season? | Sample size: 466
Q. What role do OTT apps (Netflix, Amazon Prime Video, SonyLiv, etc.) play during the festive season? | Sample size: 466



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Rocket-fueled Strategies

App-less Content Discovery

Several brands want to entice, engage, and connect with audiences around the festivals. How will yours hit the mark?

The answer:
App-less discovery on the smart lock screen

What this lets you do:

- ◆ Enable consumers to explore your offerings at mobile's first touchpoint
- ◆ Drive deep engagement and interactions without unlocking the phone
- ◆ Lead high-intent audiences to your brand's destination with one tap

Fewer steps.
More memorable journeys.
Greater impact.

Here is a glimpse:



Viewer discovers content, brands, or products on the smart lock screen



Viewer is instantly directed to take the next step, building intent without unlocking the phone

#1: One-tap Purchases


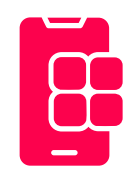

Convenience and quick delivery have risen in demand among Indian consumers, and the uptick has been exponential.



Drive **full-funnel impact** for **CPG** campaigns

Enhance **product visibility** and **redirect consumers** to quick commerce apps directly from the smart lock screen.

When the goal is to:

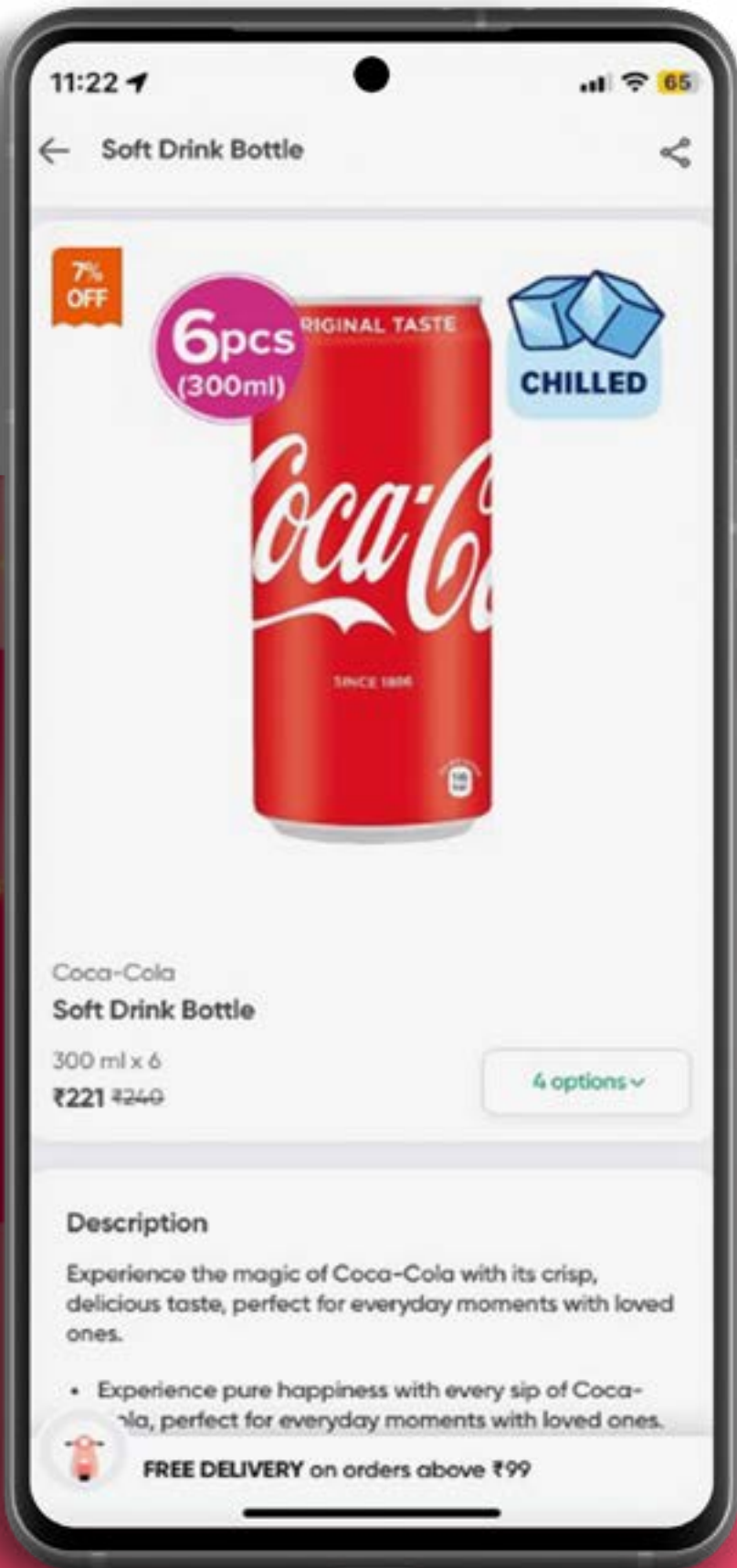
-  Enable product discovery
-  Build intent
-  Boost sales

Why it works:

- ◆ Smooth user journey
- ◆ Deep links



Viewer sees the product on the smart lock screen



Viewer is directed to a quick commerce app to explore more or make a purchase

#2: One-tap Shopping


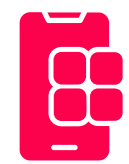

As consumers shop and explore on mobile, purchase decisions can be made on a whim during a busy period like this.



Inspire ***purchase decisions*** for ***e-commerce*** campaigns

Attract new customers and seal the deal in a flash with special offers and promotions on the **smart lock screen**.

When the goal is to:

-  Increase installs
-  Boost in-app sessions
-  Drive transactions

Why it works:

- ◆ High-impact targeting
- ◆ Multi-creative exposure



Viewer sees the promotion on the smart lock screen



Viewer is directed to the e-commerce app with one tap

#3: Online Discovery, Offline Visits

An increasing number of festive shoppers explore brands and businesses on mobile before visiting offline outlets.



Craft joyful **online-to-offline journeys** for **QSR/Retail**

Supercharge **online-to-offline journeys** and skyrocket sales by letting consumers locate stores in real-time.

When the goal is to:

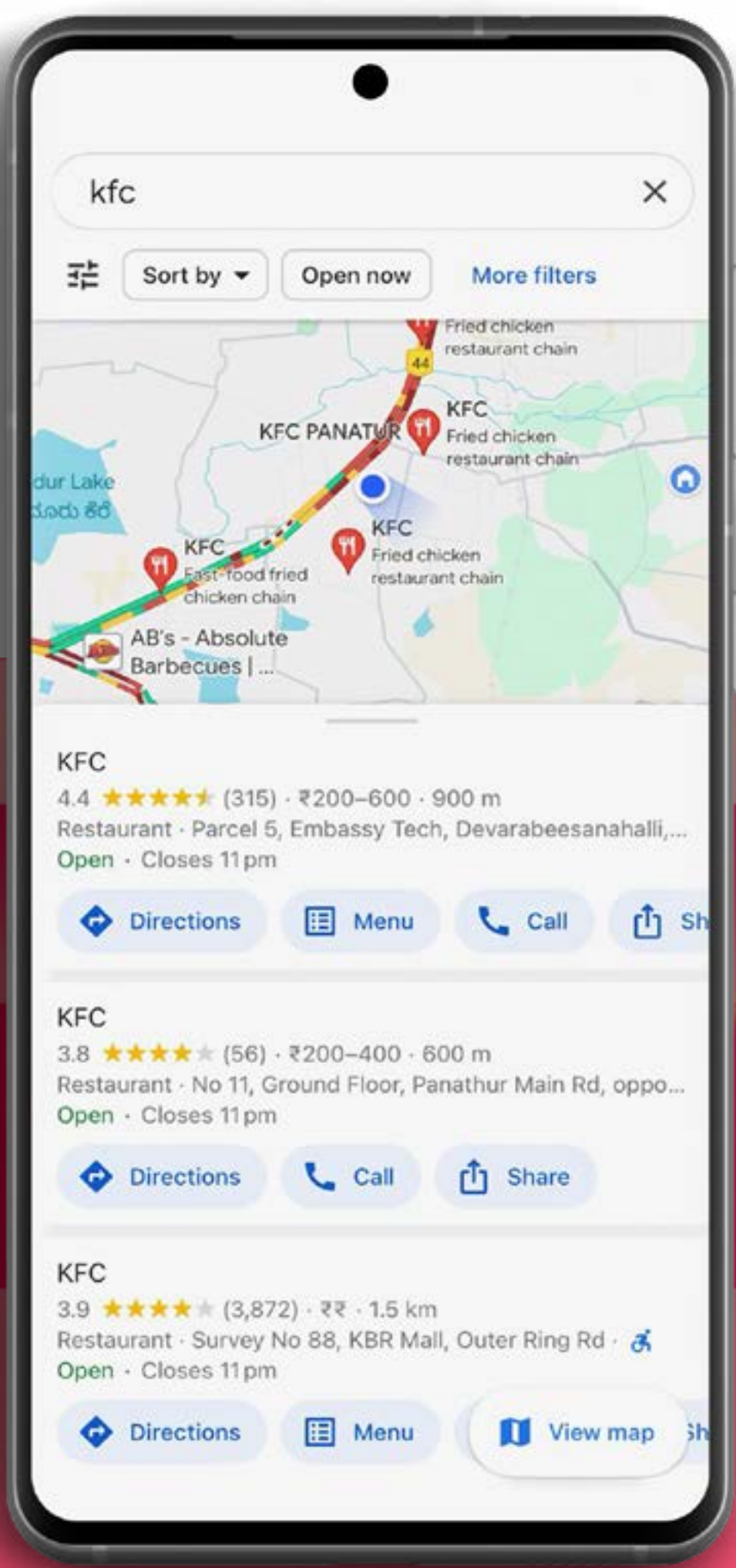
 Boost **offline visits**

Why it works:

- ◆ Innovative technology
- ◆ Measurable results



Viewer sees the promotion on the smart lock screen



Viewer is directed to Maps to find the nearest store and get directions

#4: One-tap Entertainment




From trailer launches to shows or movies, the smart lock screen is where your content can premier.



Enable **easy access** to superhit content on **OTT** apps

Captivate Indian viewers and **lead** them to blockbuster content with **prime-time sneak-peeks**.

When the goal is to:

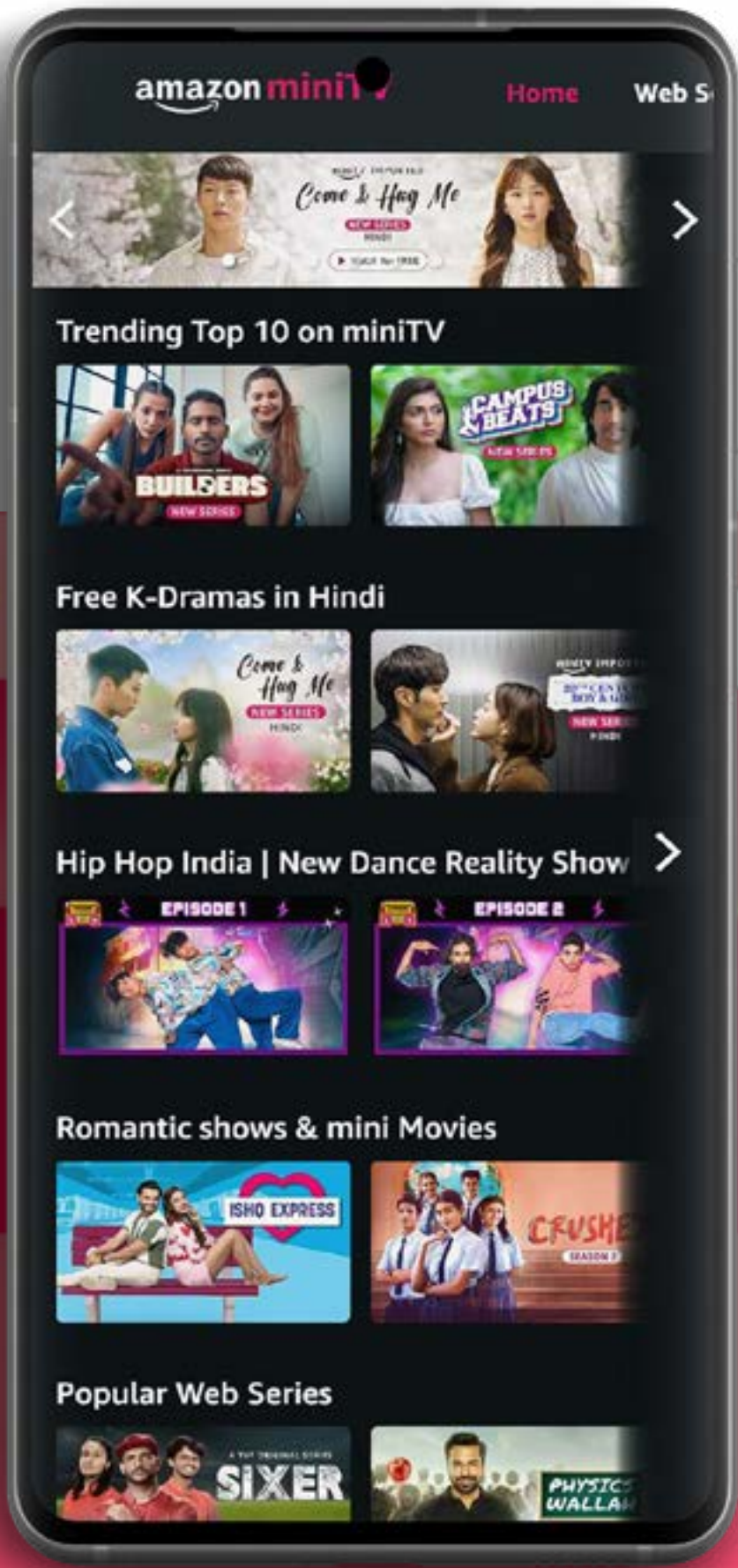
-  Increase viewership
-  Retain subscribers
-  Enhance engagement

Why it works:

- ◆ High frequency and scale
- ◆ Prime time focus



Viewer discovers the show or movie on the smart lock screen



Viewer is instantly directed to the app to start watching

Expert Take: Making an Impact With App-less Discovery



“

On strategies to spark joy this season

“To accelerate festive marketing efforts, blending branding with performance is now key. Achieve this with app-less discovery platforms like the smart lock screen, which can bring your brand’s story to life and inspire intent instantly., enabling mid- and bottom-funnel impact. But, as you plan your strategy, remember each vertical demands a unique approach. Understanding consumer behavior in your space can help craft a seamless journey aligned with their interests and your goals. For instance, knowing your audience’s preferred channel for purchase can help you decide whether to nudge them to quick-commerce or e-commerce platforms, or make it an online-to-offline journey, directing them to the nearest store with one tap.”

Devika Sharma

Vice President & GM, India, Glance

About Glance

Founded in 2019, Glance is a consumer technology company that operates disruptive digital platforms including Glance, Roposo, and Nostra. Glance’s ‘smart lock screen’ inspires consumers to make the most of every moment by surfacing relevant experiences without the need for searching and downloading apps. Glance Lock Screen is currently available on over 450 million smartphones worldwide. Roposo is a LIVE platform that is revolutionizing live experiences, through a unique, immersive,

creator-led approach. Nostra is the largest gaming platform in India and Southeast Asia, offering gamers engaging ways to discover, play, watch, learn and compete.

Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit <https://www.glance.com/>, <https://www.roposo.com/> and <https://nostra.gg/>

