



# TRENDSPOTTING

## Generational Appeal

Whitepaper | April 2025



# Foreword

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India is at the cusp of a generational shift that is redefining the very foundations of consumer behavior. As Gen Z enters the mainstream economy and Gen Alpha begins to form preferences, brands and businesses must take note. These cohorts are not just future consumers—they are present-day influencers and decision-makers in a phygital-first world. Their expectations, values, and modes of engagement are markedly different from those of preceding generations, demanding a fresh lens through which businesses must reimagine their strategy.

This whitepaper explores the rising importance of Gen Z and Gen Alpha in shaping consumption trends—both in the type of brands they engage with and the products they buy. Seamlessly moving between physical and digital spaces, these generations are challenging legacy notions of customer journeys and redefining what brand affinity means in today's context.

The new-age demand is not just utility but meaning, not just convenience but connection. In this evolving landscape, brands must recalibrate their approach—from marketing and merchandising to product development and channel presence.

This shift calls for more than tactical innovation. It requires an intentional effort to win the next generation. It means listening to these generations, co-creating with them, and embedding agility and authenticity into every touchpoint.

In this whitepaper, we decode key generational trends, illustrate how brands are adapting, and offer a framework to help businesses stay relevant and thrive in a rapidly transforming consumer economy. As the influence of Gen Z and Gen Alpha continues to grow, so do the opportunities for brands that are willing to lead with empathy, clarity, and bold experimentation.

We, at Praxis Global Alliance, hope this report sparks new conversations and transformations across the ecosystem. We look forward to engaging with stakeholders across industries who are committed to understanding and shaping the future of youth-led consumption.

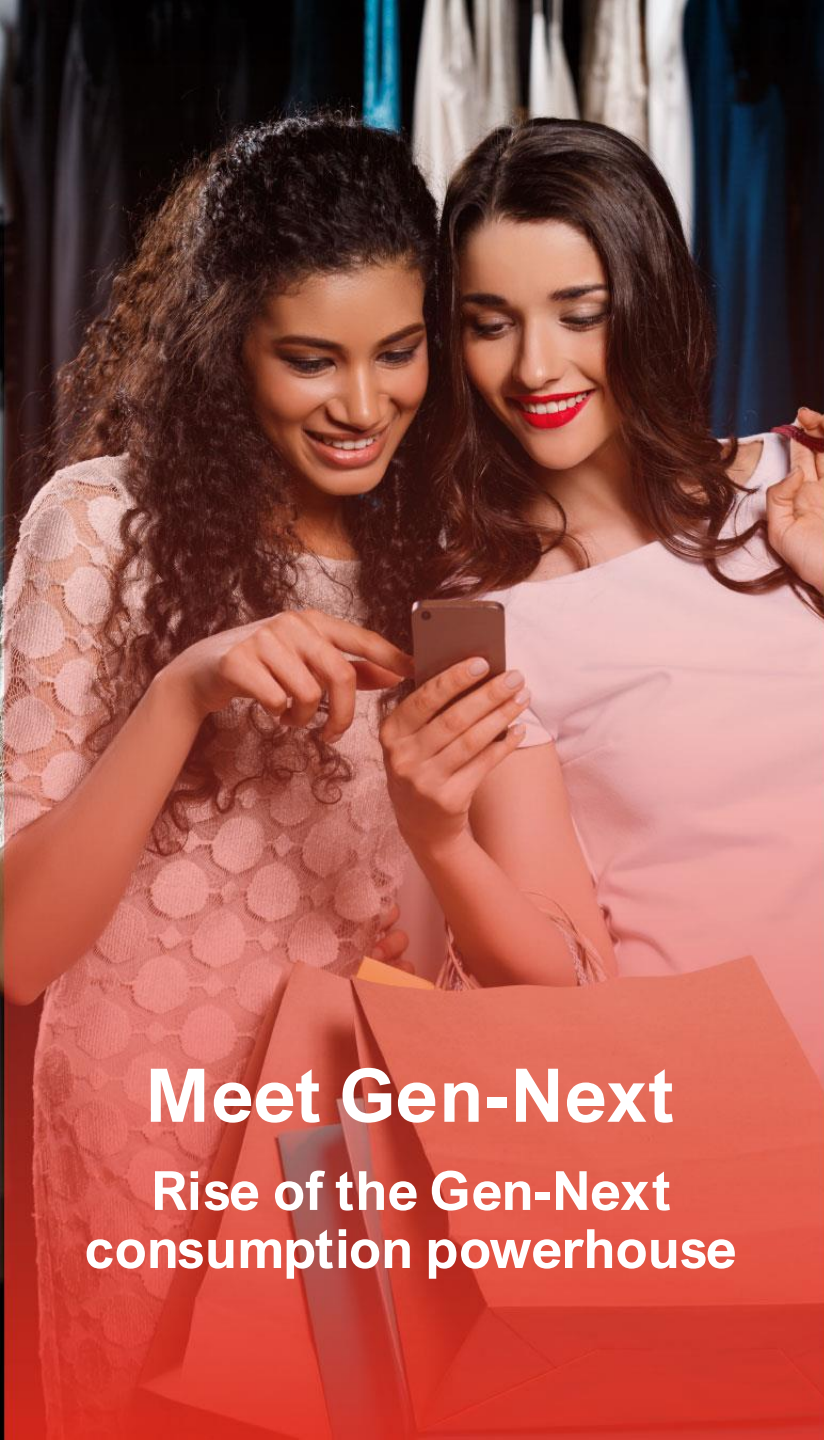


A handwritten signature in black ink, appearing to read 'Madhur Singhal'.

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**Madhur Singhal**  
**Managing Partner,**  
**Praxis Global Alliance**





## **Meet Gen-Next**

**Rise of the Gen-Next  
consumption powerhouse**



## **What's in the Cart Says It All**

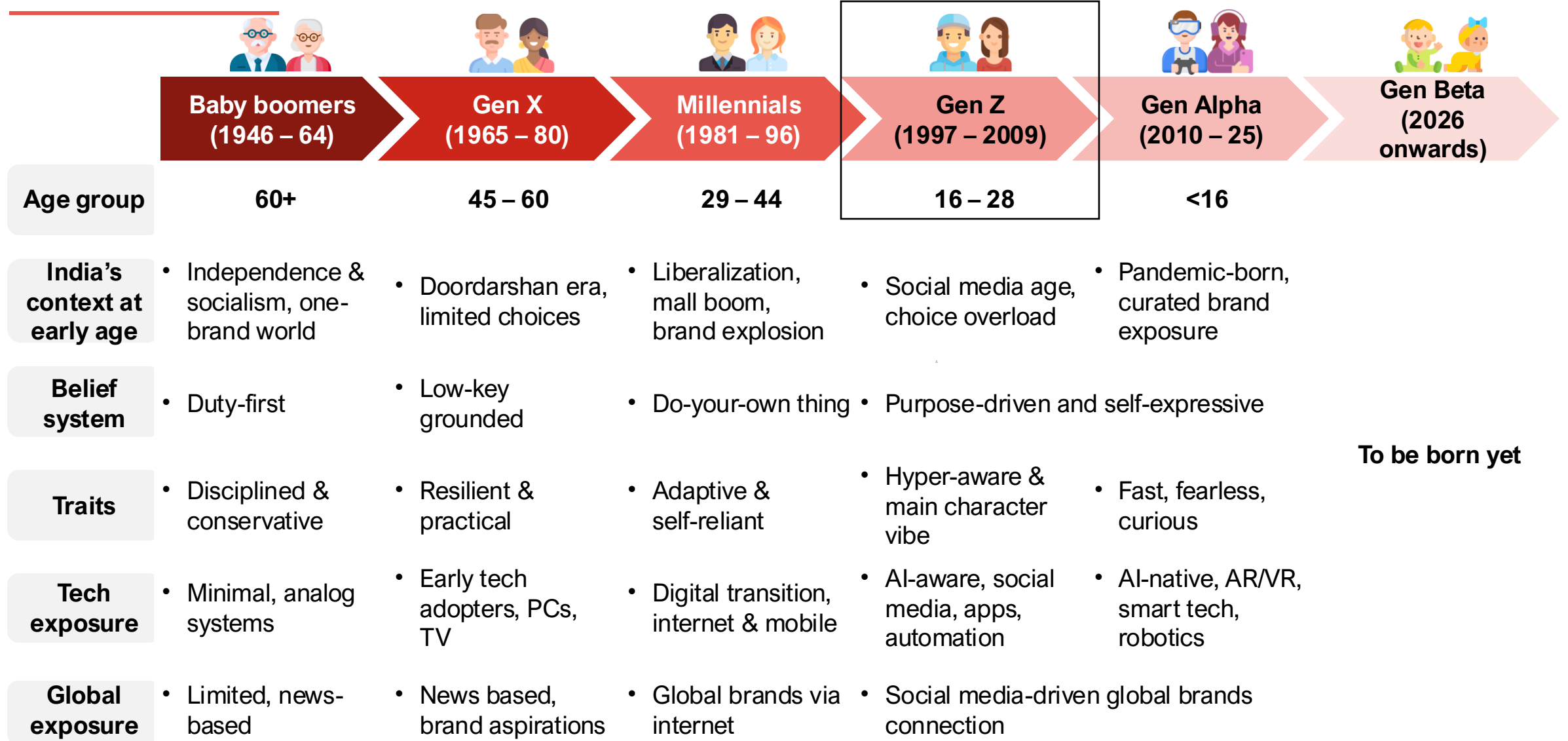
**Unpacking trends that are  
doing numbers**



## **Brands, It's Time to Show Up Right:**

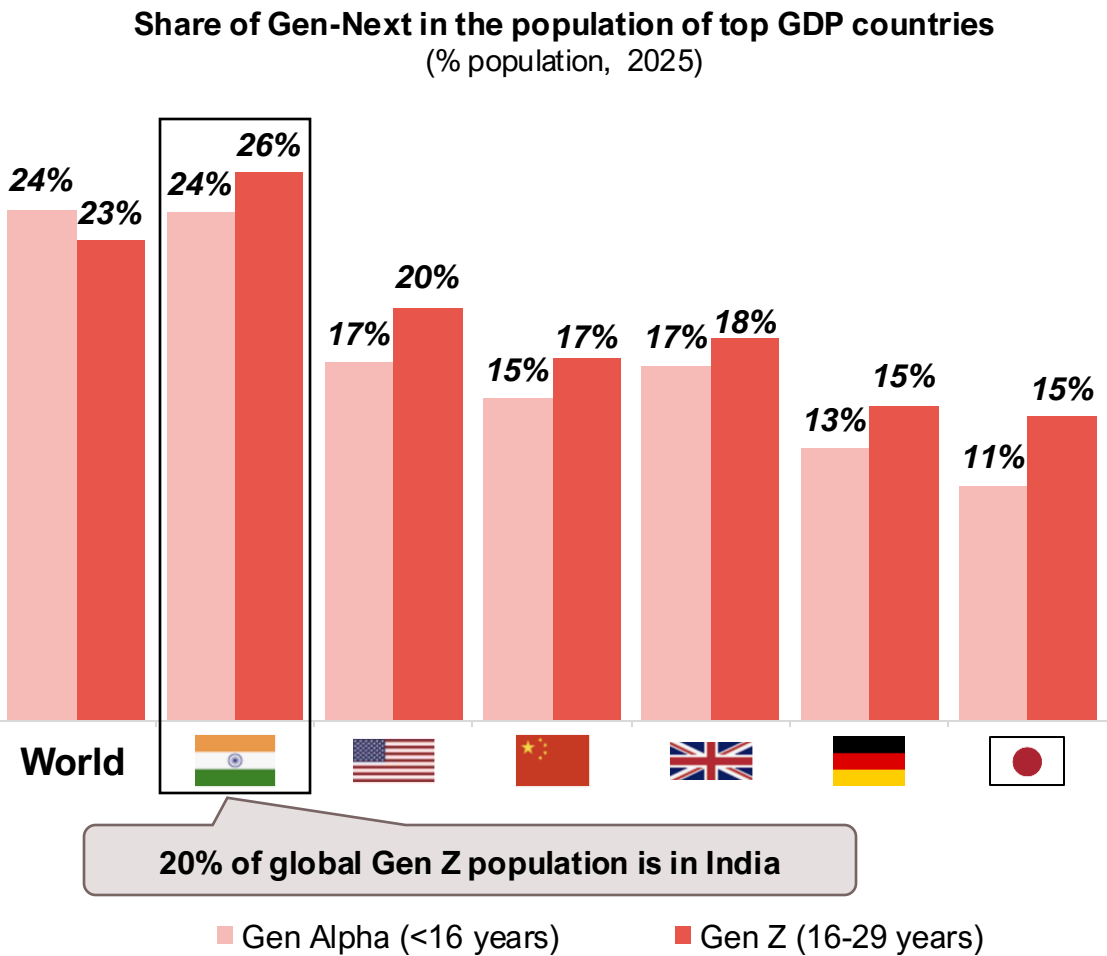
**How to vibe with Gen-Next**

# Introducing Gen Z: Digital by birth, experimental by choice, and always one tap ahead

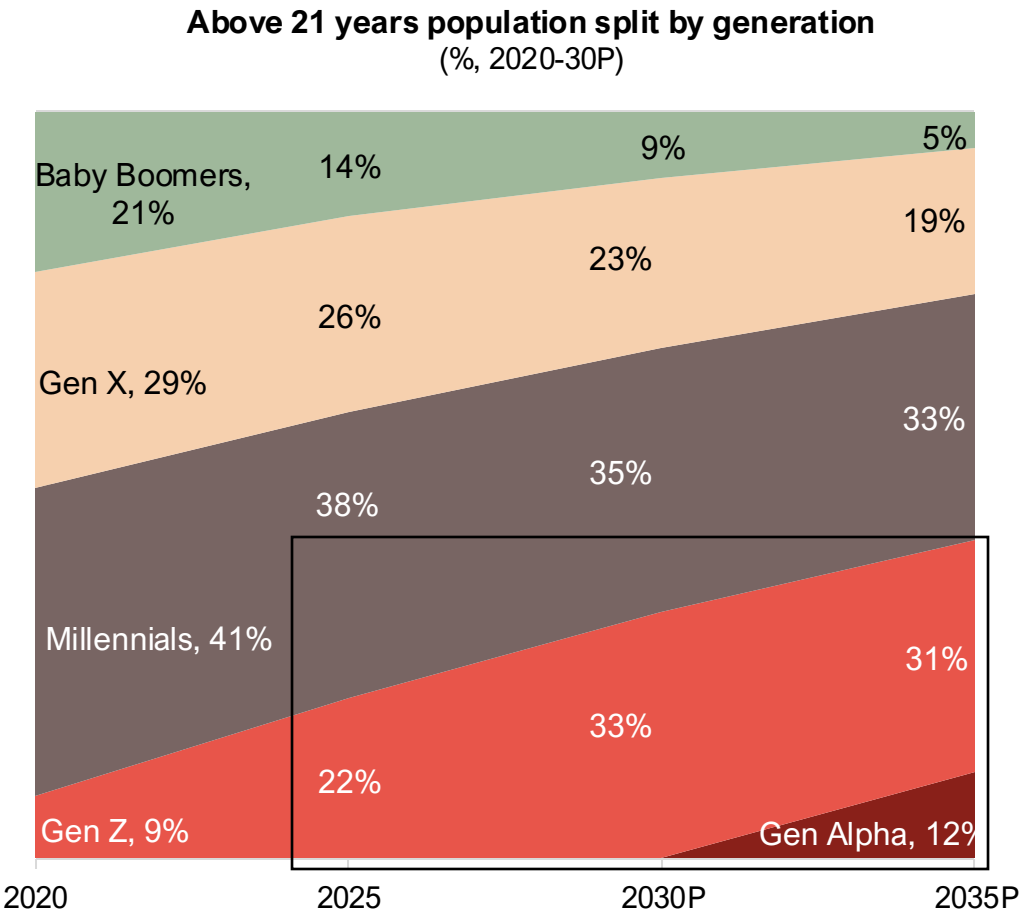


# Gen Z is rising — And India is at the epicenter!

## India: Largest share of Gen Z population among the world's top five economies



## Gen Z's share within the 21+ years population is set to double by 2035

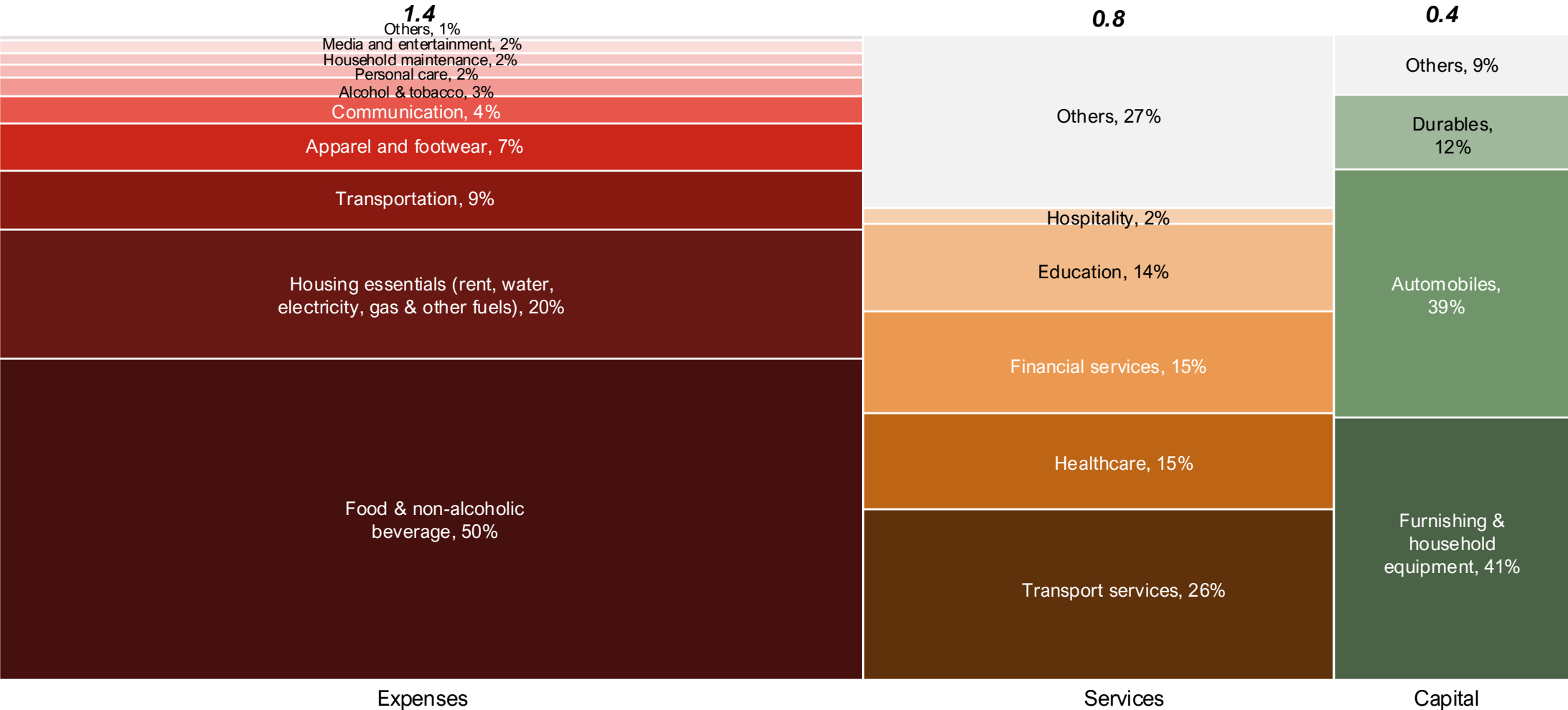


Source(s): UN data, Macrotrends data, World population prospects, News articles, Praxis analysis

# US\$ 2.6T consumer spends in India segregated into consumption buckets

Consumer spends in India  
(US\$ T, FY25)

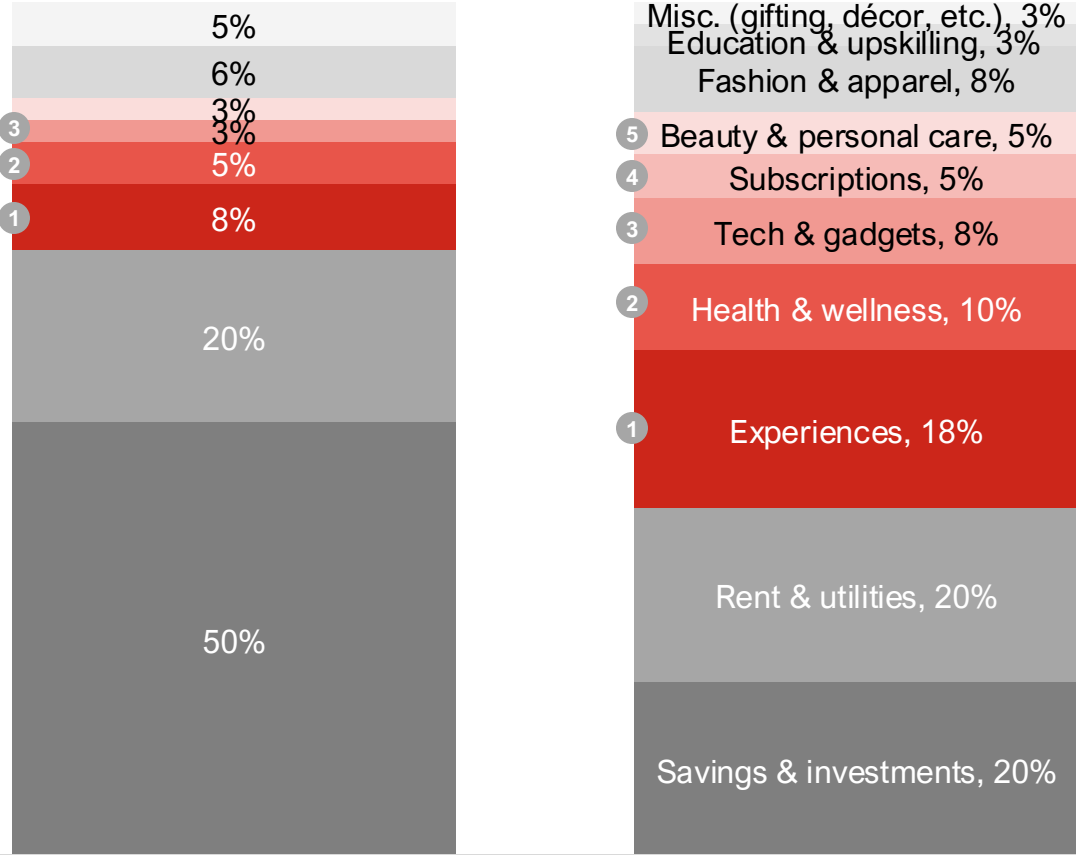
Total spend\*: ~US\$ 2.6T



Note(s): \*Excluding Housing  
Source(s): Praxis Consumption Model

# From glow-ups to getaways — Gen Z is spending differently






Shift in spending across generations  
(%, FY25)



Gen X

GenZ

## Emerging categories among Gen Z

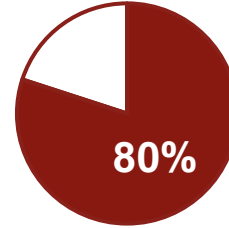
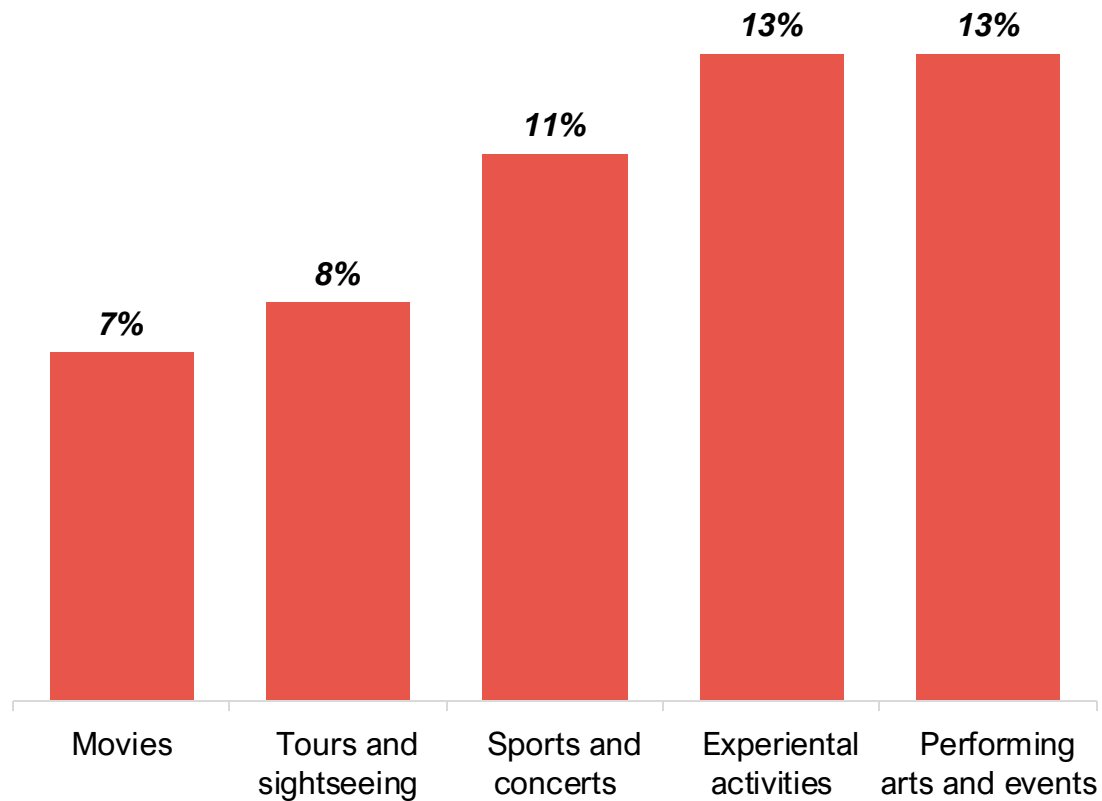
-  **Experiences**
  - Prioritizing experiences such as **dining, travel, and concerts**
  - Attending **live events** to enhance personal experiences
-  **Health and wellness**
  - Focusing on **preventive health** through lifestyle choices
  - Investing in **mental well-being** for overall wellness
-  **Tech and gadgets**
  - Using **smart devices and wearables** to enhance daily life
  - Quickly adopting to new technologies like smart glasses and VR headsets
-  **Subscriptions**
  - Paying for **OTT subscriptions** to access entertainment content
  - Subscribing to **creator content** and premium digital services
-  **Beauty and personal care**
  - Enthusiasm for **skincare** products & appreciation of **ingredients used**
  - Desire for **brands** that connect with them like **friends**

Note(s): Experiences include travel, dining, concerts, etc.  
Source(s): Gen Z conversations, Praxis analysis

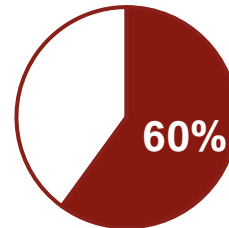


# 1 Experiences are not discretionary — they are essential

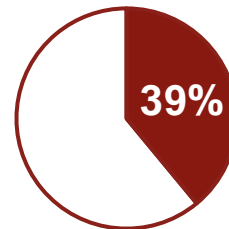
High growth of key experience markets in India  
(US\$ B, FY24-29P)



80% of India's **Gen Z** plans a solo international trip with their first paycheck



60% of **COACHELLA** general admission ticket buyers used **Buy Now, Pay Later (BNPL)** plans to secure passes

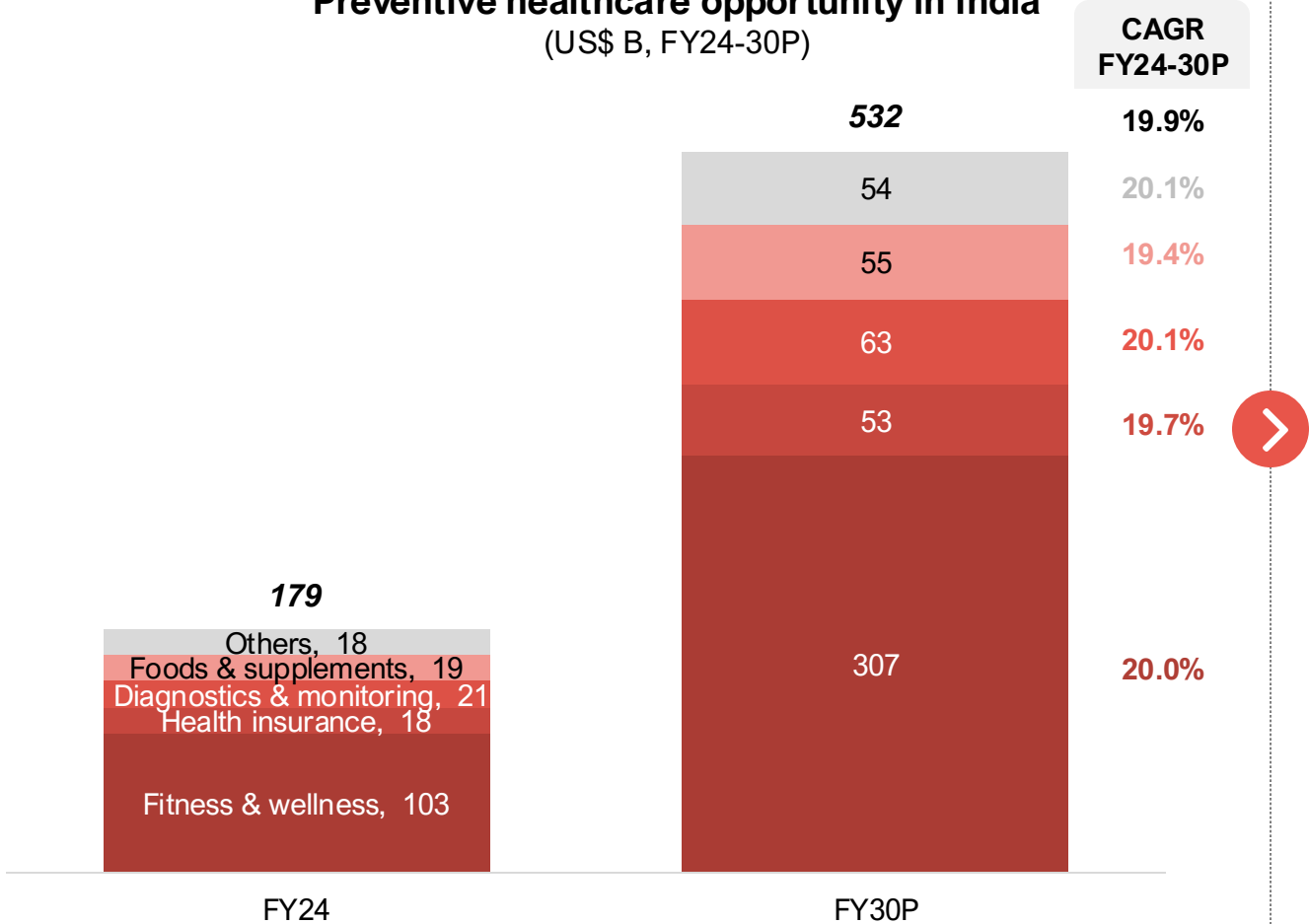


39% of **bookmyshow** live entertainment **audience** has been **Gen Z** in FY24

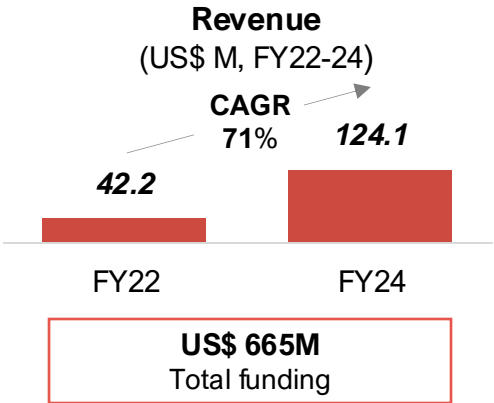
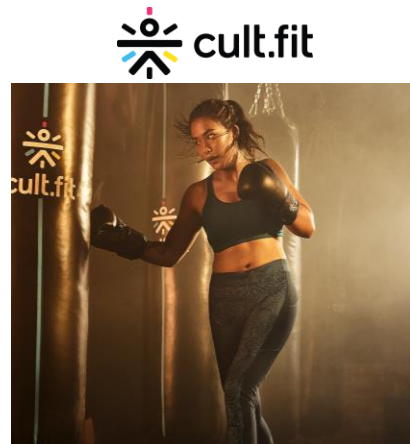


## 2 For Gen-Next, wellness isn't a luxury - it's a line item

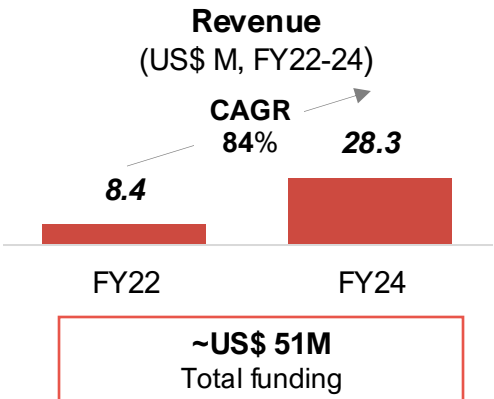
### Preventive healthcare opportunity in India (US\$ B, FY24-30P)



Gen-Next prioritizes physical wellness and is willing to spend on it



Gen-Next is consciously choosing to eat healthy & fuel their lifestyle



3

4

# Plugged in. Glitched out. Still thriving.

## Subscription trends

### Music subscription

**2.2 hours**

Average consumption of Spotify by Gen Zs per day

### OTT subscriptions

**30%**

of Netflix's total subscriber growth was accounted by GenZs

### News and media subscriptions

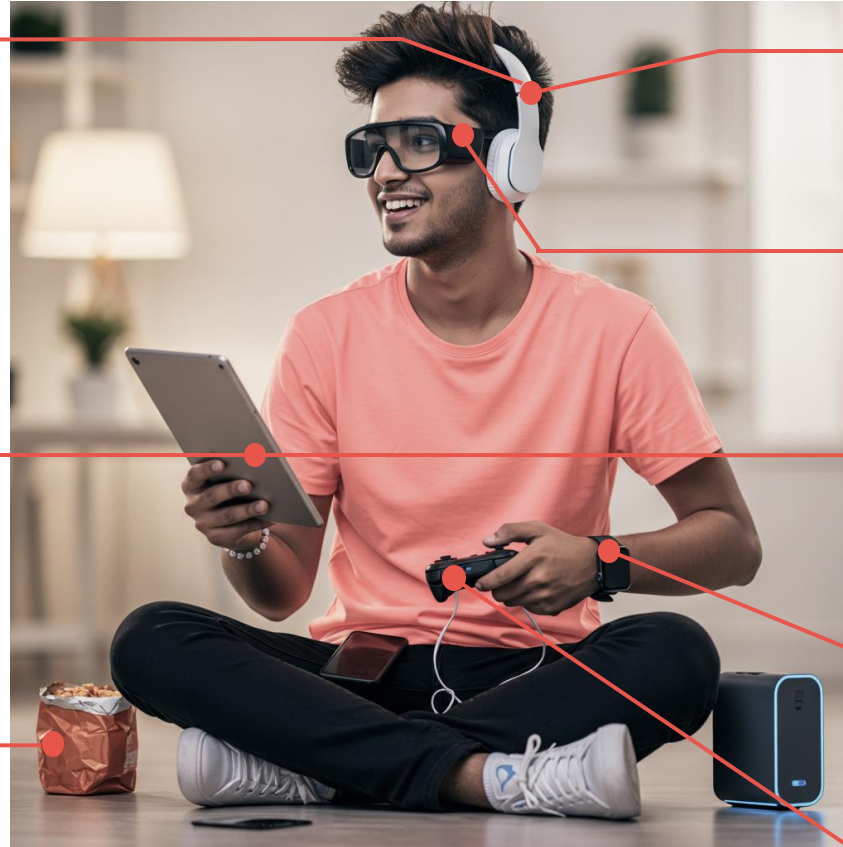
**40%**

of Gen Z consumers in India are willing to pay for digital news content

### Food delivery subscriptions

**45%**

of Gen Z consumers prefer premium food delivery services for access to exclusive restaurant offers



## Gadget trends

### Headphones and TWE

**>40%**

Gen Z dominates the global wireless headphone market

### Smart glasses & AR

**80%**

of Indian Gen Z are interested in using augmented reality for shopping

### Tablets, phones & laptops

**44%**

Smartphone sales in 2024 are contributed by Gen Z

### Wearables

**>60%**

of individuals in survey aged between 16–24 used smart wearables daily

### Gaming console

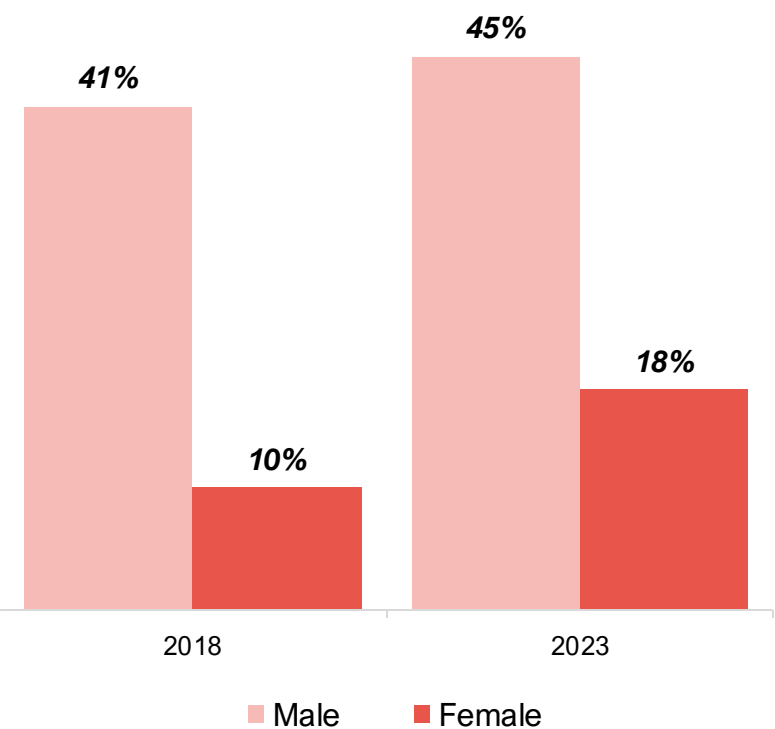
**75%**

of Gen Z gamers in India engage in serious gaming

# Gen Z is fast becoming India's next consumption powerhouse

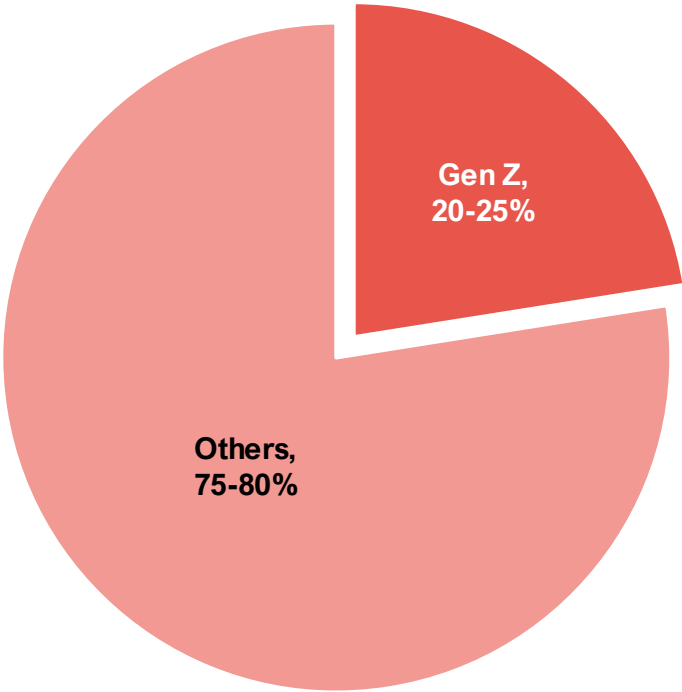
Gen Z's disposable income is on the rise, fueled by their growing participation in the workforce

Laborforce participation rate of <25 year olds  
(% population, 2018-23)



Credit access, especially online credit, has provided Gen Z with additional spending power

Contribution to digital borrowing  
(%, 2024)

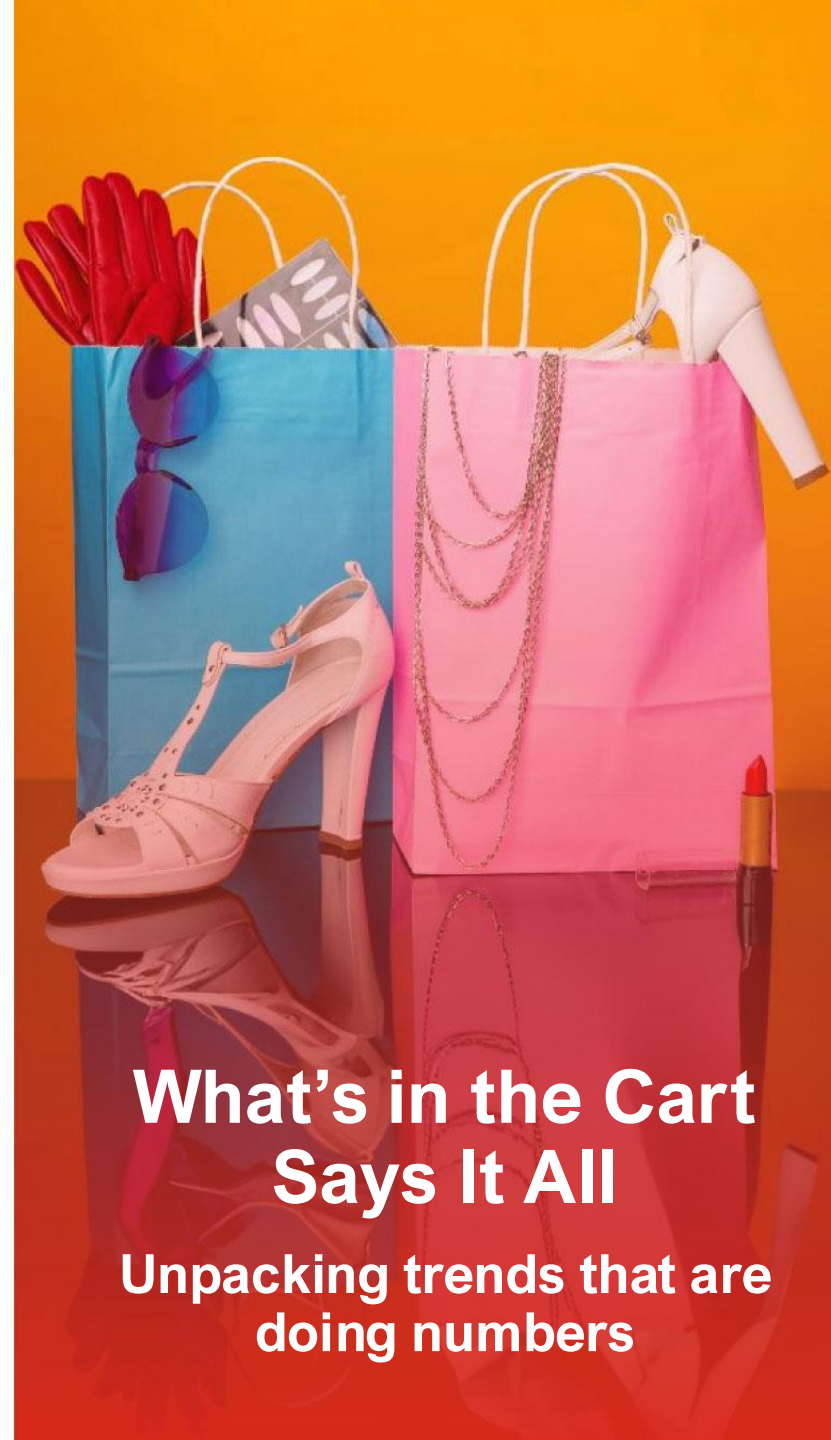






## **Meet Gen-Next**

**Rise of the Gen-Next  
consumption powerhouse**



## **What's in the Cart Says It All**

**Unpacking trends that are  
doing numbers**

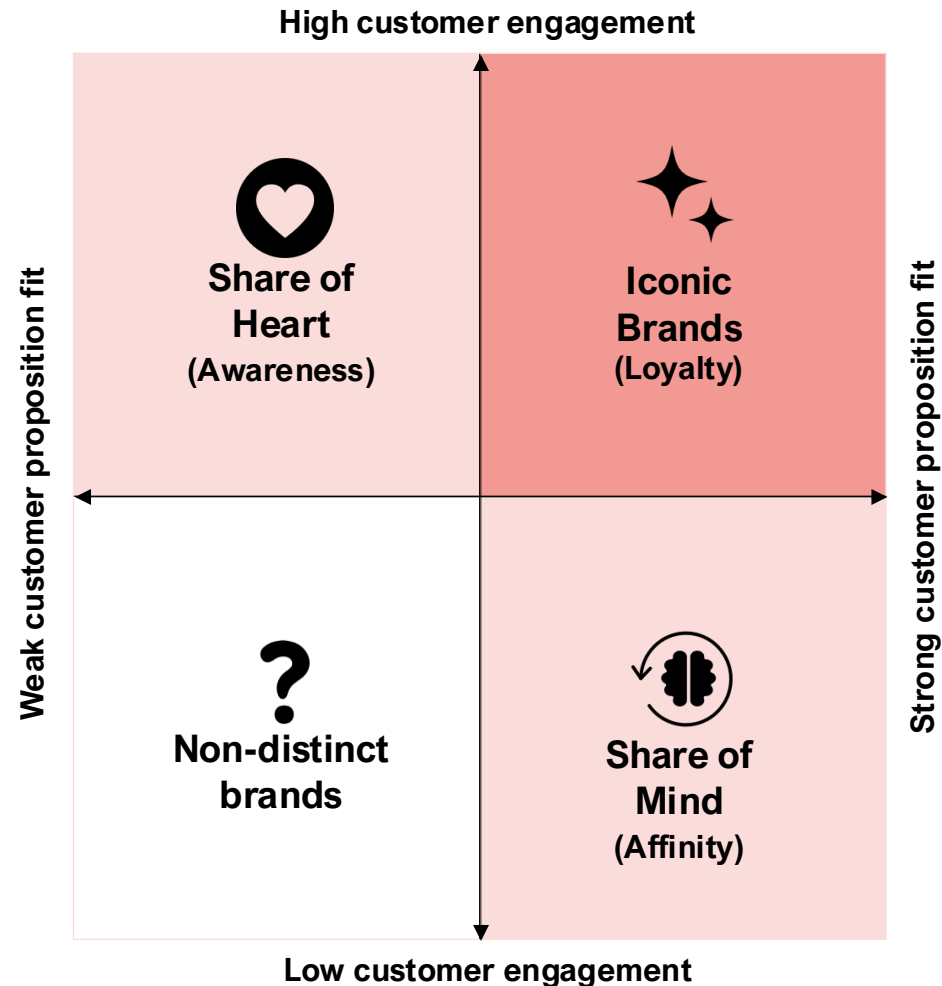


## **Brands, It's Time to Show Up Right:**

**How to vibe with Gen-Next**


# To *lock in* Gen Z, brands need to captivate their minds and win their hearts

## Framework to become an iconic brand







# Decoding Gen Z mind... the new rules of consumption

- 


**1 Chasing trends, not brands**  
*#FOMO and #JOMO*

If a brand isn't trending, it's forgotten—this generation is driven by what's viral, not what's legacy
- 


**2 Shopcializing: Socializing while shopping**  
*#ShopSquadAssemble*

Shopping is now a shared experience, influenced by friends, family, and communities like Reddit and Discord
- 


**3 Edutainment-led buying**  
*#SlayWhileULearn*

Consumers want content that teaches and entertains—making brand discovery as binge-worthy as their favorite show
- 


**4 Phygital everything: Channel fluidity**  
*#IRLandURL*

Seamless switching between physical and digital touchpoints—from webrooming to VR try-ons
- 


**5 Self-expression: Belonging through brands**  
*#BrandBFF*

Gen Z seeks brands that reflect their being—using inclusivity to express authenticity, pride, and accomplishment
- 


**6 Convenience matters**  
*#IDontWaitIDominate*

Instant gratification shapes Gen Z's choices — they pay more for speed, ease, and time-saving convenience
- 

**7 Micro-activism: Buying with a cause**  
*#EthicalWithRizz*

Conscious consumerism is in—shoppers back brands that reflect ethics and sustainability values
- 

**8 Functional products, not pricey picks**  
*#NotJustForShow*

Gen Z makes every rupee count—prioritizing functional products and smart packaging
- 

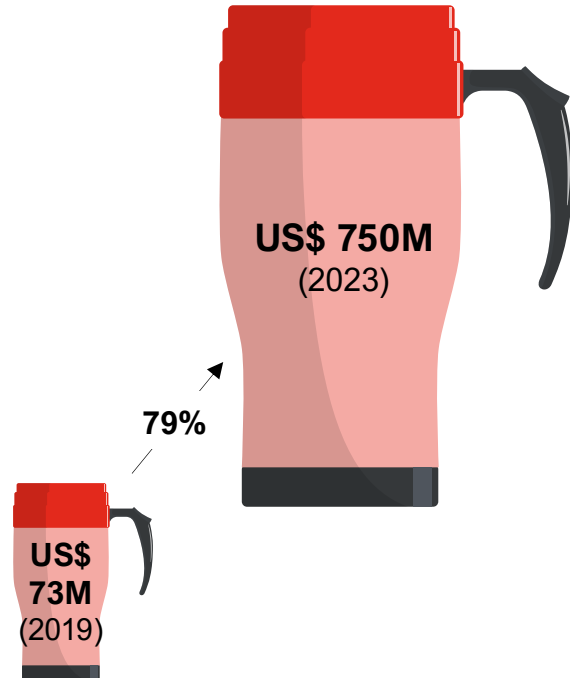
**9 24/7 support is default now**  
*#NoSeenZone*

Today's buyers, particularly the research-driven, expect real-time support, instant clarity, and a frictionless post-purchase experience

# #FOMO and #JOMO: To *slay*, brands need to either set the trend or ride it fast!

## Set the trend

Stanley grew global revenue by 10x in 4 years by becoming a trend



### Social media presence

#Stanley boosted influencer and UGC content, driving engagement and brand visibility

### Launching limited editions

Stanley launched several **limited editions**, including Winter Wonderland and Adventure Series, each **creating a buzz**

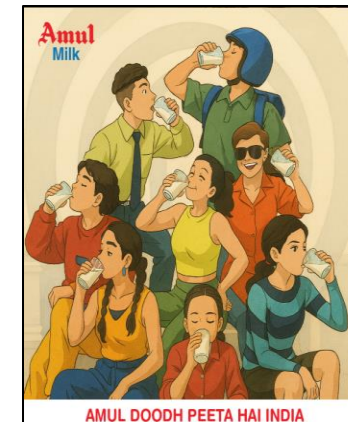


### Viral collaborations

Stanley's **high-profile collaborations** with figures like **Lionel Messi** and **Disney** further fueled excitement

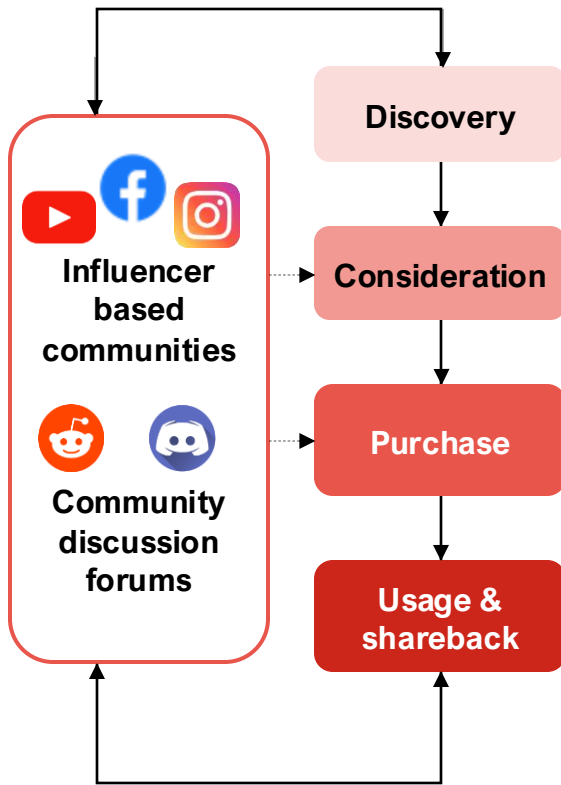
## Ride the trend

Brands are riding trends like *Ghibli* and *Starter kits* to connect with Gen Z



# #ShopSquadAssemble: Shopping's a *squad* thing now — friend-approved, *fam*-influenced, and community-coded across every platform

Gen Z customer journey is increasingly driven by socializing



## Key brands driven by community socializing in social media channels

### epigamia

Consumers are **actively trying, reviewing & discovering** healthy and tasty products & recipes



### COMET

Local brands on social platforms, **compete with global counterparts** showcasing quality & leveraging national pride



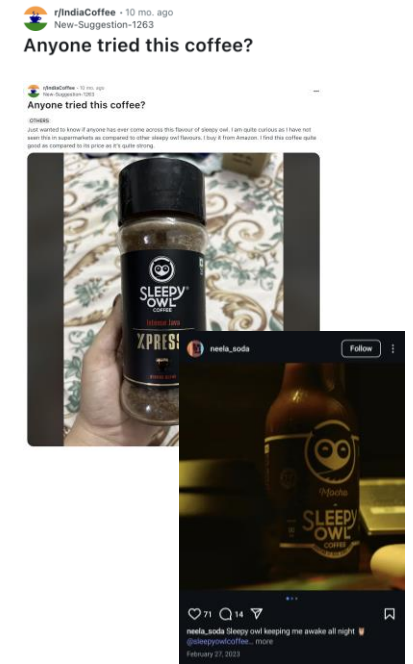
### Ruby's ORGANICS

Creating online communities to **guide each other** to cleaner, organic, and cruelty-free skincare



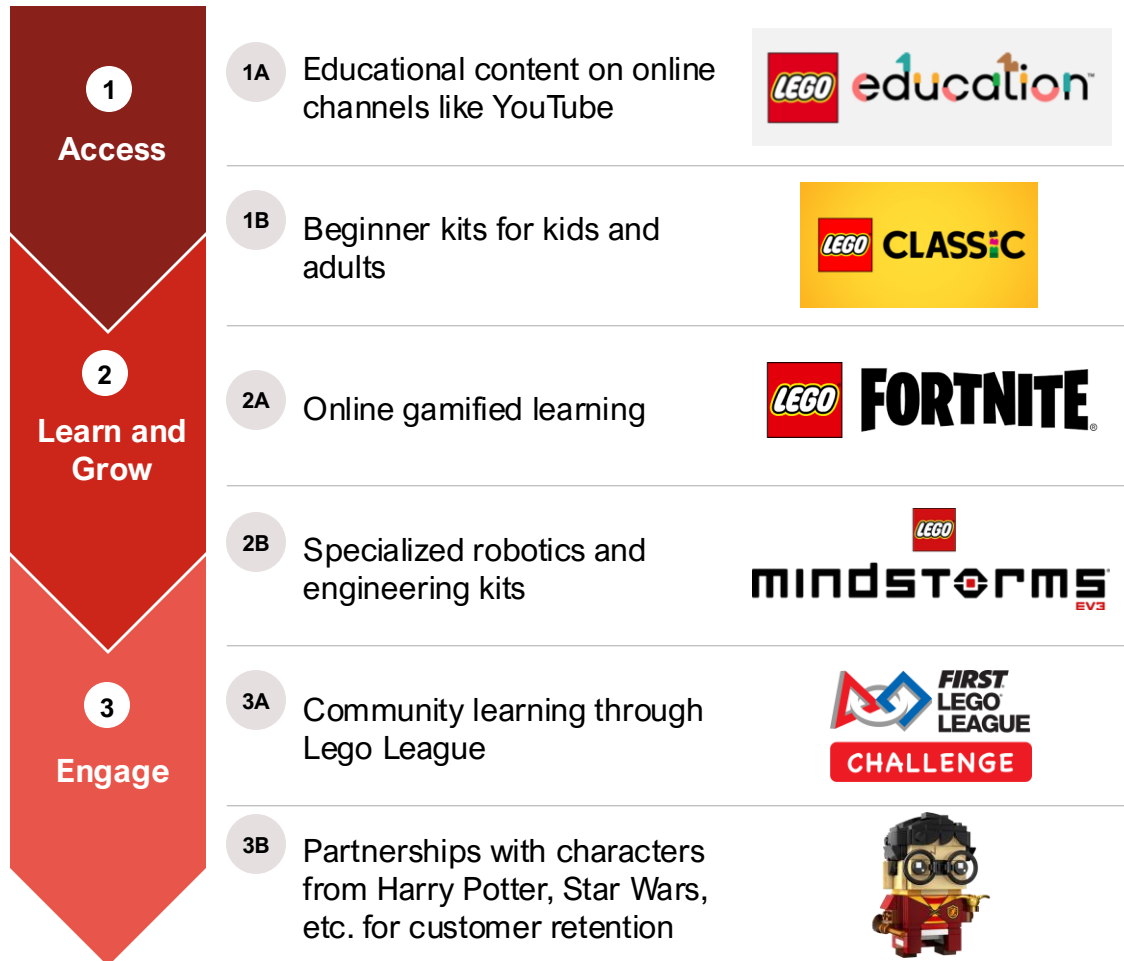
### SLEEPY OWL COFFEE

Premium coffee brands are thriving by **cultivating communities** that celebrate **artisanal brews**



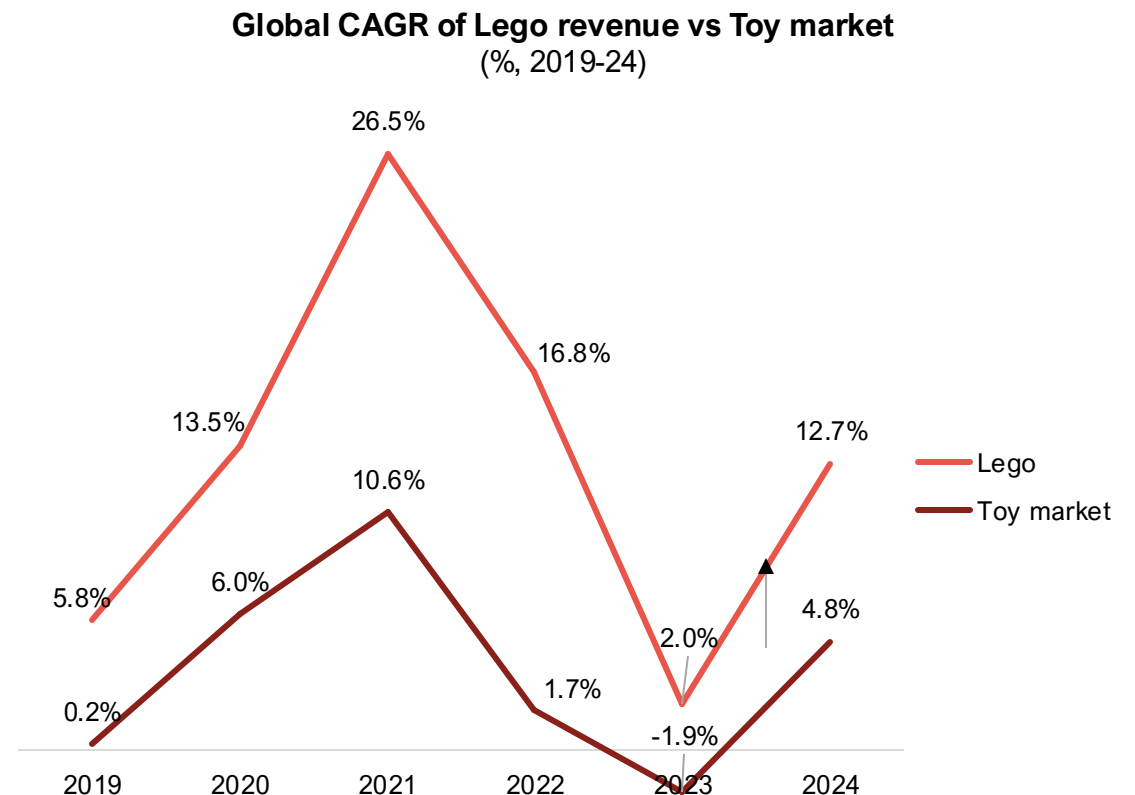
# #SlayWhileULearn: The cheat code that hooks attention, boosts learning-led growth, and keeps the crew coming back for more

Powered by its long-term commitment to edutainment and purposeful play...



Source(s): Annual reports, IMARC, Industry reports, Praxis analysis

...LEGO's revenue trajectory has outperformed the global toy market every year since 2019



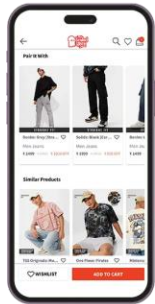


## #IRLandURL: From scroll to stroll — same energy, no glitch

**From carts to counters:** *Online-first brands that are stepping into the physical world*



First store launched in **FY20**, Souled store now has **36 stores across 21 cities** in FY25, with plans to reach **200 stores** by the end of 2026



**5X**

Revenue growth  
(FY20-25)

**From aisles to algorithms:** *Offline-first brands that are scaling up digitally*



TRENT in 2016 ventured into e-commerce, with a major focus on **keeping online and offline experience and inventory consistent**



**INR 700Cr+**

Online revenue  
(FY25)

**Reimagining retail:** *Blending tech with touch to create an immersive experience*



Lenskart is turning shopping with innovation and technology, with **VR-enabled physical stores**




**2.3X**

Revenue growth  
(FY23-25)





# #BrandBFF: Not His. Not Hers. Just Vibes

Players


Sneakers 


For Gen Z, sneakers ain't just shoes — they're a way to express *rizz*




Unisexual apparel 

Unisexual clothes? Gen Z's all about wearing what feels right, no labels needed



Athleisure 

Gen Z lives in athleisure — to exhibit their athletic and fashionable side




Online reviews

★★★★★

These sneakers aren't just comfy — they feel like me. Love how they reflect my vibe. Definitely my go-to for everyday wear!


Rahul S.



★★★★★

Okay but these sneakers? Instant obsession. Look fire with everything, and comfy enough to wear all day. They just get me.


Ananya T.



★★★★★

Aman T.


Finally found clothes that just feel right. Comfortable, bold, and totally me. It's more than fashion — it's identity. Love how I can just be myself in this!



★★★★★

Aman T.


"This isn't just clothes — it's comfort without compromise. Fits how I move, who I am, and how I want to show up. Finally, a label that doesn't label me."



★★★★★

Neha R.

Feels just right — super comfy for workouts and stylish enough for everyday wear. It really lets me move freely and feel confident in my own skin!

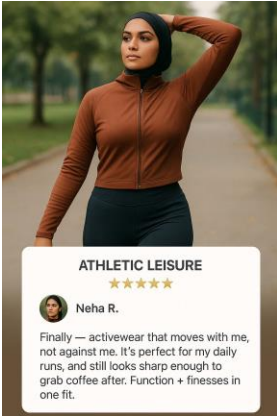


★★★★★

ATHLETIC LEISURE

Neha R.

Finally — activewear that moves with me, not against me. It's perfect for my daily runs, and still looks sharp enough to grab coffee after. Function + finesse in one fit.



Sneakers are Gen Z's style statement and a way to express identity and vibe

Gen Z chooses unisexual apparel to break boundaries and celebrate authenticity

Athleisure is a top choice for Gen Z to exhibit their sporty and fashionable style

Source(s): News articles, Online reviews, Praxis analysis

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# #IDontWaitIDominate: Convenience is the new *flex*



Decision  
triggers



Speed obsessed



Personalized  
recommendations



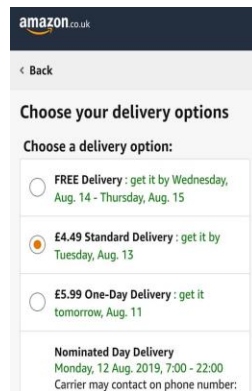
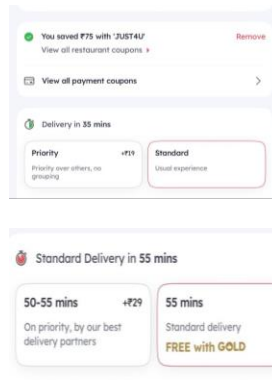
Auto pilot



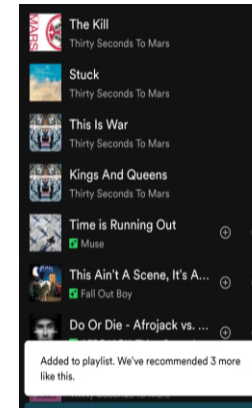
Case  
in point

**zomato**

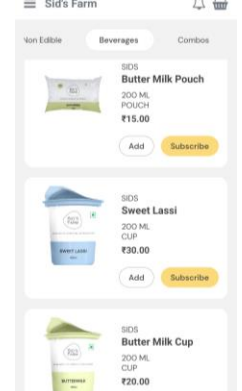
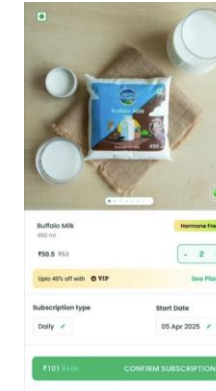
**amazon**



Gen Z pays a premium for instant delivery on quick commerce platforms



Brands use AI to personalize recommendations for Gen Z



Brands now offer subscriptions for daily essentials for Gen Z users



Gen Z  
PoV

*"I literally don't remember the last time I waited more than a day for something. If there's no same-day or express option, I just bounce. It's not even about being impatient. I just value my time way more now."*  
- Student, 20 years, Mumbai

*"Spotify gets my vibe before I do. Why can't shopping apps do the same? Don't show me stuff I've never looked at — show me what fits my mood or what I might need next. Make it feel like it was made for me."*  
- Software developer, 23 years, Bangalore

*"Reordering the same thing repeatedly is such a chore. I'd rather have it just auto-ship every month, especially if it saves me a few bucks or gives me loyalty points. I don't want to think about toothpaste, protein, or coffee — just let it come."*  
- MBA student, 24 years, Gurugram

## #EthicalWithRizz: Every swipe is a stand, every purchase is solidarity



### Ethical practices

- Starbucks aims to certify **10K Green Stores** globally by end of 2025 in partnership with the World Wildlife Fund and SCS Global Services
- The green store framework is **open-source** so other retailers can adopt it too



"Lowkey love that the Ludhiana Starbucks is green — sipping guilt-free hits different."

- Design student, 20 years, Ludhiana



### Full transparency

- The Whole Truth focuses on **100% transparency** with no hidden ingredients or additives
- Gen Z loves the brand for its honesty, authenticity and **ethical consumerism**



"I'm that person who always checks ingredients, but after doing a deep dive on The Whole Truth once, I'm chill now. This brand's legit — full trust mode activated."

- College student, 19 years, Mumbai



### Inclusive positioning

- Fair & Lovely evolved as HUL acknowledged **shifting Gen Z values**
- The brand proactively repositioned itself to reflect a **more inclusive** outlook



"What worked before, like Fair & Lovely's old ads, doesn't fly with us. We expect brands to grow with our values."

- Working professional, 25 years, Delhi

# #NotJustForShow: It's gotta work *flawlessly* — period. Function is non-negotiable.

1

## Multi-utility

"I want **one product** to do many jobs"



### Gadgets: Smartwatches

- Combine multiple functions like fitness tracking, music, calls, and contactless payments in a single device



2

## Portability

"I need to carry it **anywhere, anytime**"



### Retail: Quick grab & go coffee QSRs

- Designed on-the-move snacking for office-goers, commuters, and rushing students



3

## Ease of use & time saving

"I want **zero fuss** in usage"



### FMCG: RTE Meal Kits with QR-based prep

- Simple open-and-cook approach saves prep time and efforts



4

## Design-forward

"I want it to look good & **feel like me**"



### Travel gear: Designer backpacks & luggage

- Gen Z wants products that express personality while staying functional



5

## "For me"

"It should work **my way**"



### Beauty & wellness: Customised product solution

- Skin & haircare solutions tailored to individual needs & combines inputs like skin type & lifestyle




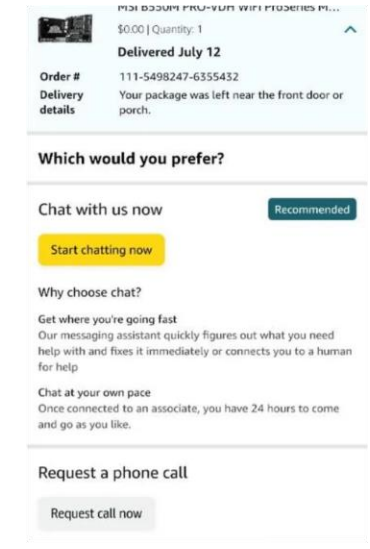
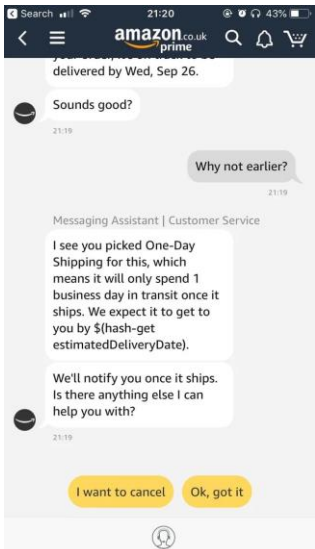


# #NoSeenZone: Brands are expected to be friends real-time, all the time!

## Real-time support

*I need help now, not tomorrow*




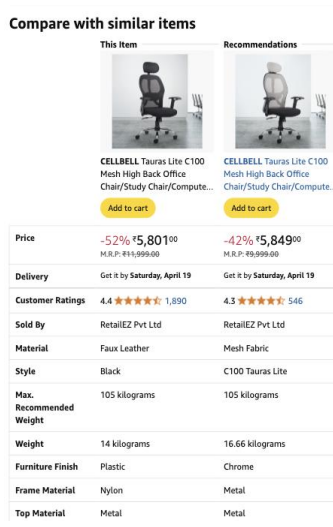



**In-app live chat support with low response time**

**AI chatbots to handle FAQs & routine queries**

## Instant clarity

*I've done my research - don't confuse me*

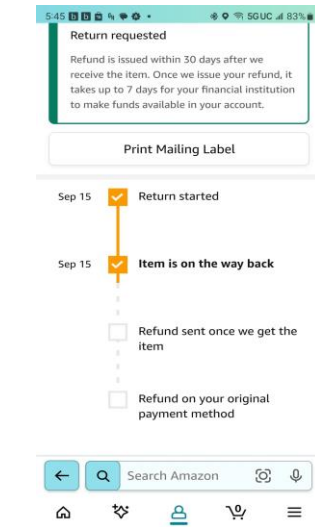
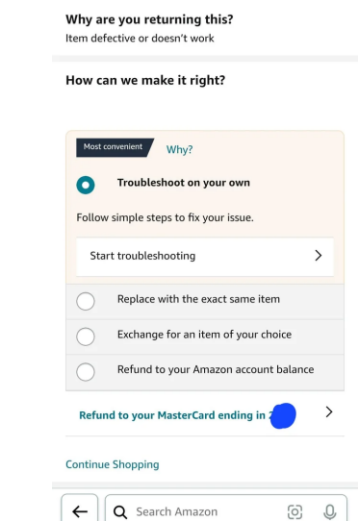



**Benefits & other conditions are clearly outlined**

**See all product features in single place for comparison**

## Frictionless purchase

*Track. Return. Refund. Zero hassle.*

**Easy return windows with prompt refund / exchange**

**Hassle free exchange / replacement**

## Customer support pain points

**Long waiting time:** Indian consumers spent **15B+ hours** in **2024** waiting to lodge customer service complaints

**Excess dependency on AI chatbots:** 80% of consumers now rely on AI chatbots for essential services like checking complaint statuses & product recommendations

**Support system gaps:** Report finds **39%** of consumers are left on hold, **36%** bounced between agents, and **34%** feel companies intentionally complicate complaints





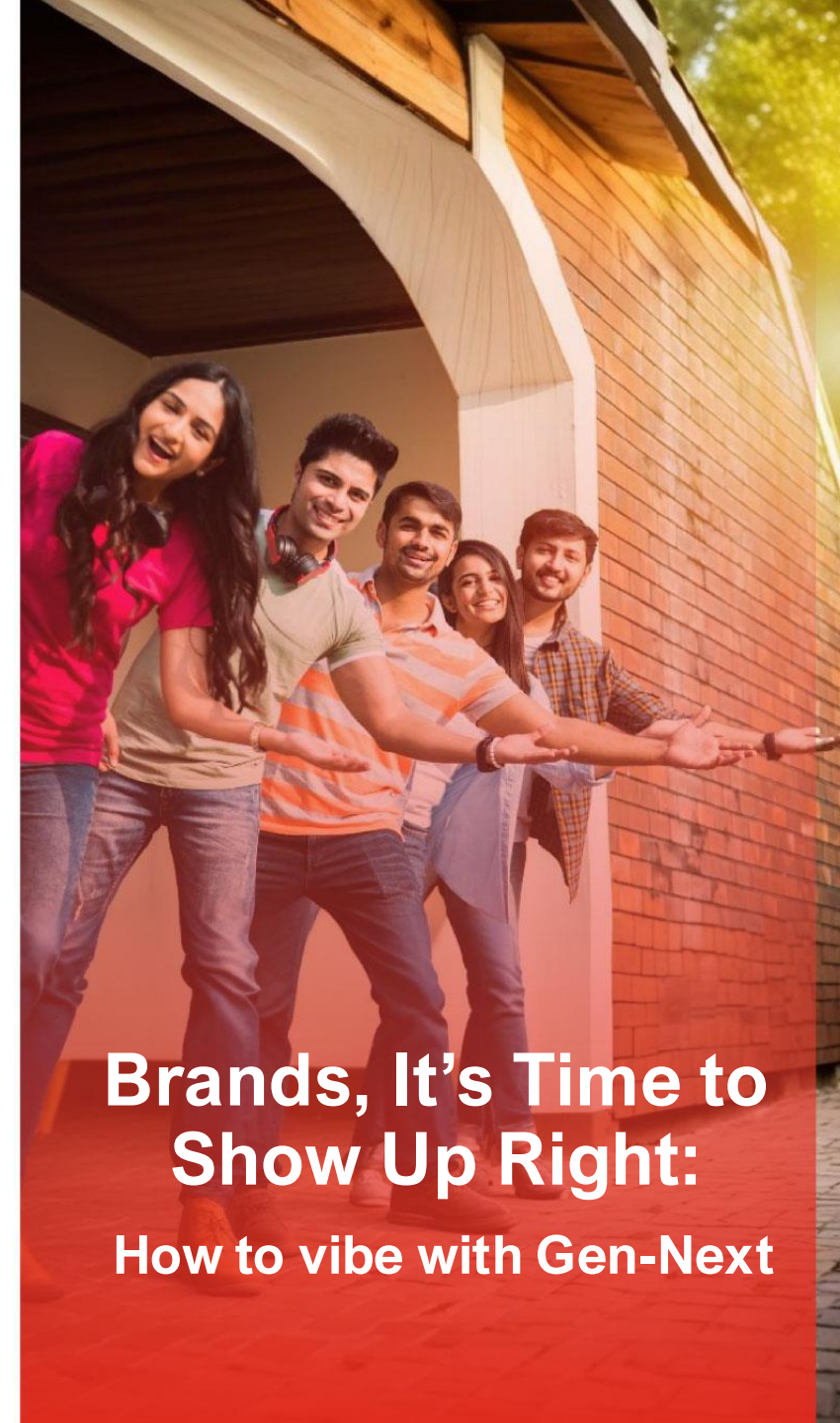
## **Meet Gen-Next**

**Rise of the Gen-Next  
consumption powerhouse**



## **What's in the Cart Says It All**

**Unpacking trends that are  
doing numbers**



## **Brands, It's Time to Show Up Right:**

**How to vibe with Gen-Next**

# Evolved attitudes and behaviors of Gen Z demand a redefinition of the 'Marketing Playbook'

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**P<sub>1</sub>**

~~Product~~



**Purpose**

Customers are buying purpose, not just the product

**P<sub>2</sub>**

~~Price~~



**Perceived  
value**

Functionality, fairness, and value beyond the price tag

**P<sub>3</sub>**

~~Place~~



**Presence**

Omnipresent in the truest sense - phygital access

**P<sub>4</sub>**

~~Promotion~~



**Participation**

Personal relevance and a say in building the brand story

# Playbook to stay relevant in the Gen Z era

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## Redefined 4P



**Purpose**

## What Brands must do (Gen Z edition)

***“Have a POV, not just a mission”***

Be loud about what you stand for — no fence-sitting.  
Show receipts, not just taglines



**Perceived Value**

***“Design like a tech brand, deliver like a utility”***

Smart formats, sharp pricing, no fluff. Make every rupee  
feel premium



**Presence**

***“Be present where Gen Z lives — online and IRL”***

Brands need a seamless, consistent story across digital  
and physical worlds



**Participation**

***“Make your brand a platform”***

Let Gen Z remix, vote, drop, roast, co-create. Give the  
mic — don’t just broadcast

## Key questions for brands to ponder upon

**“What would your brand stand for  
tomorrow?”**

**“Is your value obvious at first glance —  
and one use?”**

**“Would Gen Z recognize you in real  
life?”**

**“Are you ready to lose control (a little)?”**



Indian Retailer is India's leading source for retail news, insights, and market intelligence. Backed by Franchise India, it delivers in-depth coverage of industry developments, consumer trends, and strategic shifts through a dedicated team of journalists and analysts. From daily updates to deep-dive reports and trend analysis, IndianRetailer.com helps businesses stay informed and plan ahead in a fast-evolving retail landscape.



IReC was founded with a clear purpose — to create a platform where leaders in retail and e-commerce can come together to navigate change, share insights, and explore opportunities for growth.

Through focused conversations on evolving business models, operational agility, and organizational transformation, IReC has consistently empowered brands and partners across sectors to stay ahead. More than just a conference, it serves as a collaborative hub for the retail community to exchange ideas, confront challenges, and shape future strategies.

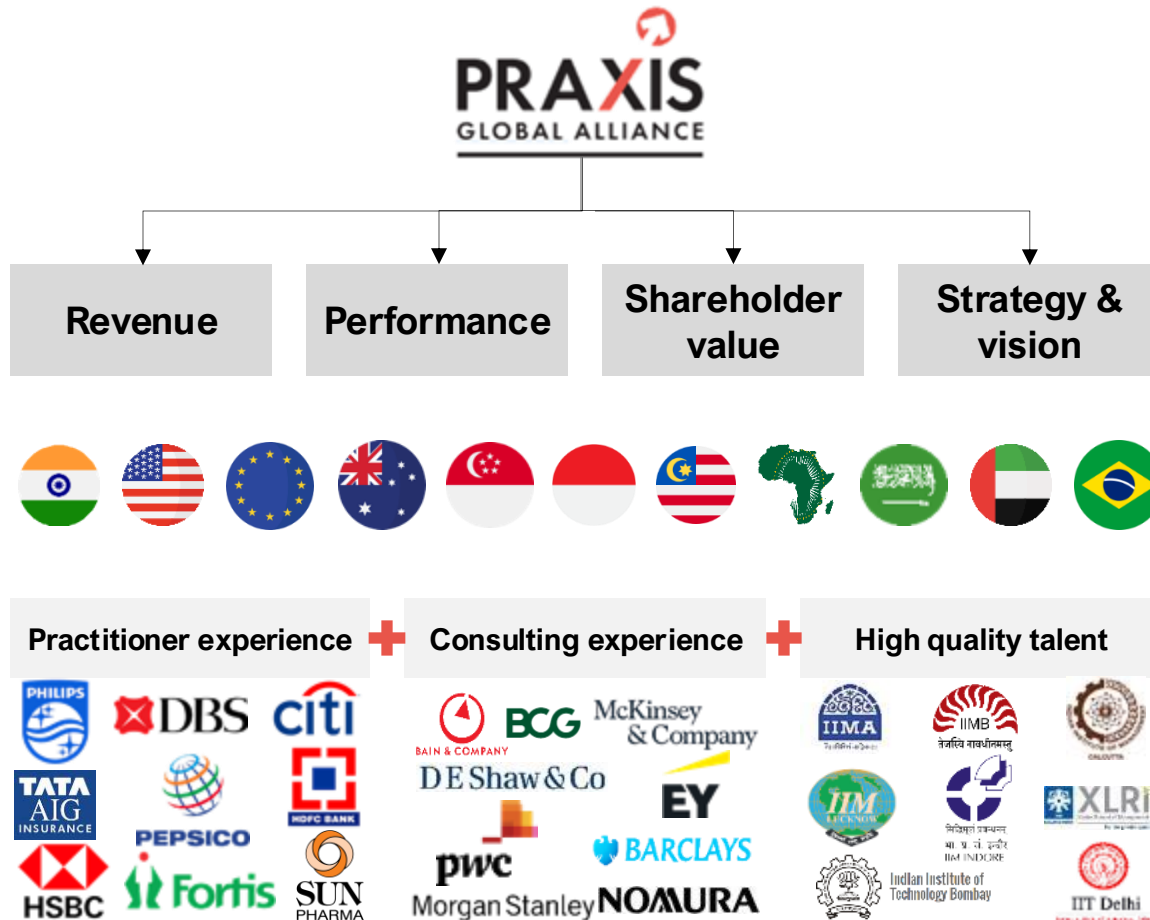
Our summits — spanning innovation, omni-channel marketing, new commerce, and leadership — equip retailers with the knowledge needed to meet rising consumer expectations in an increasingly dynamic market.

At IReC, the industry's brightest minds connect to decode disruption, anticipate what's next, and get future-ready.



# We are the consulting firm of the FUTURE

## Who we are and what we do



## How we do it better: 'Praxis Stack'

### Practical approach

- Practitioner experience
- 'On-ground research' insights
- Proprietary sectoral data

### Superior outcomes

- 'One team' with client: Long duration, lean cost
- 'Digital/tech-first' mindset



### High quality team

- Deep operating experience + consulting toolkit
- Top-tier educational backgrounds



# What we do for our clients

## GrowRevenue

### Sales acceleration

*Loyalty, sales productivity, key account management, throughput*

### Go-to-market

*Category, exports, adjacencies, value proposition, micromarket full potential*

### Omni-channel distribution

*Online to offline, offline to online, D2C*

### Customer experience and loyalty

*Digital journeys, retail experience*

### Strategy & business planning

*Corporate, BU, geo*

## GrowPerformance

### Metric movement

*Retention, returns, cancellation, ....*

### Playbook creation

*Supply, demand, process institutionalization*

### Cost efficiency

*Zero basing, cost reduction*

### Supply chain optimization

*Procurement, global sourcing, process efficiency*

## GrowValue

### Deals support: M&A and due diligence

*CDD, synergies, Post merger integration, supply chain DD*

### Sell side: Vendor CDD and Road to IPO

*Vendor CDD, DRHP support*

### Operational DD

*Cost levers, supply chain, performance*

### Future AI / Tech readiness

*Deep tech & innovation, digital infrastructure modernization*

## GrowSustainably

### ESG due diligence

*Reporting and assessment (IFC, NIIFL, SASB etc.)*

### ESG Value Creation Plan

*Net zero transformation, planet positive strategy*

### Impact assessment

*Energy, Decarbonization, Resource usage, Performance metrics*

### Sustainable supply chains

*Sourcing, procurement, logistics, distribution*

### Circular economy

*Product re-designing, Recycling business case, Market validation, Engineering roadmap*

# Connect with us

We will be happy to share perspectives

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The team at



appreciates your time and support

#BuildTogetherWinTogether



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