Digital Mainstream

Search interest in digital loans grew by 90% as Indians explore the idea of lending through online platforms. This trend is driven by increased convenience and trust in digital transactions.

QR codes are becoming a common tool for consumers when ordering food, getting more information, or making payments. The usage of QR codes has increased by 38%.

In 2021, digital acceleration continues with India outpacing other regions like the U.S., China, and the E.U. Indeed, we are witnessing a 533% increase in search interest as businesses moved online to meet consumer needs.

Online shopping interest has grown by 32% in India, with people looking for ways to become online merchants. Search interest in selling online has grown by 17%.

Direct-to-consumer (D2C) brands are increasingly adopting digital-first strategies, pricing them in a way that aligns with the products they previously sold in-store. This approach is driven by a desire for inspiration in fresh, unique ways.

Choose digital-first experiences for your products on search. Show up for people searching for what you are used to. It is more important than ever to connect with products, and 61% say they are more likely to buy from a brand that uses these technologies.

Almost two-thirds of Indian consumers are using an online touchpoint for information in their purchase decision, waiting times and costs. New users and businesses online are growing year-over-year. To create a seamless online-offline shopping experience, brands need to understand more about digital transformation strategies and new online shoppers are using digital channels as a helpful tool for decision-making.

Almost half of consumers surveyed felt that immersive technology like AR, VR, and 3D content helps them find the right product. With the trend towards online shopping momentum, half of consumers believe in online inventories, while new online shoppers are waiting for more information.

Now that consumer behaviors are no longer just fueled by the pandemic, but also by the allure of a digital-first lifestyle, brands are focusing on functional business strategies. Transformation needs to come with agility, coupled with customer-centricity, to open doors to future-proof consumer needs and drive sustained business growth. This requires a functional business strategy. Transformation needs to come through standardization and innovation, coupled with agility, to be ready to respond to future uncertainties.

Almost 80% of consumers would buy from a brand that offers seamless online-offline shopping experiences.

In summary, the digital landscape is rapidly evolving, with a growing number of consumers looking for ways to become online merchants. Brands need to adapt to this new environment by embracing digital-first strategies and focusing on customer-centricity to stay competitive.