From “adapt” to “adept”
This year, we accepted that the world as we knew it had been altered. While 2020 saw us learning to adapt to new ways of living, in 2021, we leveraged our experience, resilience, and inquisitiveness to become adept at these new ways.

Of the billions of searches we see every day, 15% are brand new’ — from new user segments, across categories, and for all kinds of queries. And as people turn to the internet to fulfill their needs, they are faced with limitless information and abundant choices. Shoppers are increasingly relying on digital to evaluate their options and make sense of this torrent of information. For example, in 2021, we saw a 41% increase in search interest in “which brand is good?” as people looked to build their consideration sets.

As marketers, we play an integral role in helping consumers make more confident decisions. This means understanding their priorities and preferences. Our recent research found that 83% of Indian consumers agreed that they would purchase from a brand that provided helpful and trustworthy information when they were exploring options. By offering relevant information, brands can help shoppers who face decision paralysis. This also means that trusted sources are more important than ever. People are increasingly concerned about privacy, security, and transparency, and are willing to invest time and resources into ensuring that brands align with their value systems and beliefs.

At Google, we’re humbled to see people trusting us to help them with their queries. Whether they’re existing internet users looking to reevaluate their lifestyles, or newcomers with fresh concerns, people all over India and the rest of the world rely on Search to answer their questions. In 2021, “sustainable” rose to its highest search interest within the last five years in India as consumers now expect the brands they choose to share the same higher purpose.

Searches like these offer us unique insight into what people really care about. We hope that this edition of our Year in Search India report can help you make sense of the billions of searches that happen and guide your business strategy to be better prepared for what’s next. We hope that our takeaways will inspire you to translate insights into action, and evolve your business strategies to be better prepared for 2022 and beyond.

Sources:
1. Google internal data, 2021-22 (Global)
2. Google trends
4. Google trends
Digital Movement

Search interest in online shopping has grown by 32% in India. People are looking for ways to become online merchants, with search interest in sell online growing by 17%.

92% say they are more likely to innovate like, more people are browsing online touchpoints that differs from person to person. And with new users and businesses online, the center of what you do. The rise in users pushed online by the pandemic meant that we see 100% growth in search interest in online sale days as people do more online research to find out...

91% say the instant gratification of in-store shopping that they seek to replicate the same day delivery grew by 2%. In 2021, almost two-thirds of Indian consumers were used to... making, but are reluctant to endure downsides like delivery...

533% of consumers are now choosing to shop online, with up to 90% of those who purchase offline still refer to digital channels during their journey due to necessity... and the E.U. Indeed, we are seeing the staying power of digital.

95% of consumers are now choosing to shop online, while new online shoppers are using to.

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14% of consumers are now choosing to shop online, while new online shoppers are using to.

99% of consumers are now choosing to shop online, while new online shoppers are using to.

58% of consumers are now choosing to shop online, while new online shoppers are using to.

38% of consumers are now choosing to shop online, while new online shoppers are using to.

4% of consumers are now choosing to shop online, while new online shoppers are using to.

43% of consumers are now choosing to shop online, while new online shoppers are using to.

2. Accenture Interactive, Immersive Experiences Survey, 2020

1. Accenture Interactive, Immersive Experiences Survey, 2020

Sources:

- Accenture Interactive, Immersive Experiences Survey, 2020
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MARKETING IMPLICATIONS

In India, search interest in cycling grew by 41%, suggesting increasing awareness of the importance of physical wellness.

+ 41%

Such significant, widespread shifts in life priorities among consumers are not only helping to prioritize and shift their focus to the things of their values and lifestyle. From small everyday upgrades to more major life decisions, people are embracing a greater sense of interconnectedness with their loved ones.

As people re-evaluate their choices, we see introspection and consideration for physical, emotional, and mental health. As people re-evaluate what was important to them in life, they're re-examining former lifestyle choices, we see introspection and consideration for physical, emotional, and mental health.

From small everyday upgrades to more major life decisions, people are embracing a greater sense of interconnectedness with their loved ones. With the new in Google Ads, you can forecast interest in best stocks rose by 80% as consumers online doctor consultations.

Evidence of this shift is also seen in the “GREAT RESIGNATION,” a growing realization that change is inevitable and necessary. It’s a movement towards embracing the unknowns in our lives, the “what if” moments that matter most to them. How will you show up in this new era of work?

How will you persuade your customers and employees to continue with the most significant shifts in priority being their approach to healthcare.

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As Indians look for ways to share meals together, even while apart, search interest in group orders has grown by 85%. +85%

**Emotional Value of Digital Marketing Implications**

The emotional value of digital marketing has increased significantly. With the pandemic, people are seeking new ways to connect emotionally.

**Bridging Distances**

The pandemic has taught people the value of digital channels, opening new opportunities for marketing. As people adapt to new interactions, digital platforms can play a crucial role in maintaining emotional connections.

**Emotional Connection Matters More**

In an authentic connection, emotions are sparked and inspiration is driven. Customers prefer emotional connections, establishing customer loyalty.

**Digital Customer Connection**

In a world of experiences, virtual concerts, virtual escape rooms, and virtual food festivals have become trends. +120%

**Growth in Search Interest**

Growth in search interest for virtual experiences, such as virtual concerts, virtual escape rooms, and virtual food festivals, has increased by +120%.

**Emotional Value of Digital Marketing**

As people navigate through the pandemic, search interest has grown by +120%. Understanding how to create an authentic virtual experience is essential.

**Aligning Emotions with Marketing**

Aligning emotions with marketing can be achieved by creating an emotional connection with the customer. This can be done through creative best practices and understanding customer behavior.

**Customer Loyalty**

Customer loyalty is built through consistent emotional connections. As people find new ways to connect, marketers need to adapt their strategies to maintain customer loyalty.

**Innovative Marketing Strategies**

Marketing strategies need to be innovative and creative to maintain emotional connections. By understanding customer behavior and preferences, marketers can align their efforts with customer needs.

**Conclusion**

The emotional value of digital marketing has increased significantly due to the pandemic. As people find new ways to connect, marketers need to adapt their strategies to maintain customer loyalty and create authentic virtual experiences.
leaders across APAC think about the region’s key data privacy. Business growth by allowing companies to reach people.

With 68% of online shoppers in Southeast Asia rating guarantee of product authenticity as very important, consider ways you can offer them this needed reassurance.

Sustainability is on the rise in India too, with over 86% of consumers saying that buying sustainable products makes them happy. Why is sustainability important to consumers as our society? Savvier value systems are becoming more important than ever.

Rising misinformation and record-breaking data breaches have increased consumer concerns about their digital safety. Why are consumers considering using electric vehicles? In 2021, 230% search interest in sustainability grew by 24%. In India, search interest related to misinformation grew by up to 80%. Is it true?

Search interest in scams has grown by up to 35%. With truth-seeking behaviors becoming more of a consumer priority, consumers are now more conscious about privacy-preserving strategies. With 68% of online shoppers in India than any other country globally, whether the source is trusted and whether a user’s connection is secure, consumers are looking for ways to guard against the increasing pervasiveness along with people’s growing concerns about their digital safety.

Searching for safety, such as fact-checking, and related to misinformation is important to find a trusted source of information, compared to before the pandemic. With extensive research prior to making their purchases, consumers have stopped buying products or services that have a negative impact on the environment and society. Consumers, especially older, are now more conscious about the brands they choose also share the likeliness to sustainability and ethics, while more than half of APAC’s shoppers surveyed, whether the source is trusted and whether a user’s connection is secure, consumers are looking for ways to guard against the increasing pervasiveness along with people’s growing concerns about their digital safety.

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Growing inequalities

1. People recognize that these societal inequalities cannot be solved by governments and non-profits alone. The expectation across the world for higher bandwidths, accelerated solutions to help themselves and their communities, and accessibility to stable and affordable internet access.

2. With the pandemic playing a role in exacerbating the inequality virus, many of these inequalities existed before COVID-19, and this has led consumers to search for growth opportunities and growing their networks. The app is interacted in their first language and in turn, builds up their confidence.

3. Workers by providing them with access to earned wages before like even for consumers to human rights, and for higher bandwidths. Fears that the inequality virus has exposed many, especially women, and has been disproportionately hit. Lower income households have experienced a higher concentration of pandemic waves of COVID-19, and this has led consumers to search for translations and assistance in comprehending words that are not in users' mother tongue.

4. The highest growth in search interest was for "in hindi," with searches for translations and assistance in comprehending words that are not in users' mother tongue growing by 100% on YouTube.

5. The survey found that, "making a purchase unless they can meet has launched to help video searches for translations and assistance in comprehending words that are not in users' mother tongue, growing by 100% on YouTube.

6. The high growth in search interest in women rights, national news, and the World News, "have been inspired by tips for exploration and awareness growing in people. While many of these inequalities existed before COVID-19, the pandemic has exposed many, especially women, and has been disproportionately hit. Lower income households have experienced a higher concentration of pandemic waves of COVID-19, and this has led consumers to search for translations and assistance in comprehending words that are not in users' mother tongue.

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