

Accenture life trends 2025

KEY INDIA INSIGHTS

As disruptive technological breakthroughs dramatically evolve people's digital experiences, they naturally react and adjust their relationship with it to ensure it still serves them. Right now, trust online is in the spotlight and people are increasingly scrutinizing what they see and what they believe, which is affecting how customers behave towards the businesses trying to reach them.

Five emerging trends explore how people – globally including in India – are feeling about and responding to business, technological and societal changes—and what it all means for brands.

Cost of hesitations

Hesitation is becoming a reflex as people can no longer automatically trust product images, reviews, marketing campaigns and content they're served online. Organizations must make trust a priority or bear the cost of hesitations.

In the past year in India,

58% 

of people have seen fake news or articles

34% 

have experienced deep-fake attacks or scams for personal information and/or money

49% 

have seen fraudulent product reviews online

The parent trap

One of today's biggest parenting challenges is helping the next generation shape a safe relationship with digital technology, and finding ways to protect them from the harms posed by unfettered online access. An acceleration of top-down policies from governments and bottom-up actions from parents and schools to establish guardrails will have major repercussions for organizations—and soon.

Signals are building in India:

63% 

of those aged 18-24 agree that social media significantly impacts how they think about their identity

53% 

of those over 55 agree that social media significantly impacts how they think about their identity

69% 

think parents should limit the time their children spend on social media*

Impatience economy

For many people, the pursuit of health, wealth and happiness feels slow and tiresome. The power of the crowd—and its strong, person-to-person affinity—is satisfying their impatience for new avenues and mindsets on how to navigate the pillars of a fulfilling life.

Areas of life in India where people want long-term support:

68% 

of people prefer quick solutions over traditional methods to achieve their health and financial goals

74% 

of people get inspiration from social media on how to do things smarter

81% 

of people would engage more with a brand that educates them through blogs and videos

The dignity of work

The dignity of work is a critical pillar of a healthy workplace, but it's increasingly being shaken by business pressures, technological advances and evolving human dynamics. If employees aren't motivated—with agency—how can they be expected to deliver first-rate products, services and experiences to customers?

Employee expectations vs. experience in India:

54% 

prize work/life balance most highly

39% 

value career advancement opportunities the most at work

62% 

hear "improving productivity" messages more than those around value or workforce development

Social rewilding

In the same way rewilding restores nature's innate rhythms, social rewilding revives people's connections to each other and to the world around them. Finding fulfilment in today's fast-paced world means taking time to disconnect and focus on satisfying activities and meaningful interactions in real life, which is changing the opportunity for businesses.

Top physical activities people in India say they've done more of over the past 12 months:

56% 

spending time outdoor/in nature

53% 

hanging out with friends in real life

50% 

shopping in physical grocery stores

42% 

shopping in other retail stores (non-grocery)

40% 

reading physical books or magazines

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Source: Accenture Life Trends Survey July 2024

YouGov Global Profiles India cut. Time period: 12 months ended 15 May 2024 (n= 18,966). Demographics: Indian adult respondents from age 18+. Question: I think parents should limit the time their child(ren) spend(s) on social media (Agree, 3-point scale) Copyright © 2024 Accenture. All rights reserved.

