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CONSUMERS & BRANDS

Grocery delivery: Spencer users in India

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Spencer users in India: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Spencer users in India (“brand users”) against Indian grocery delivery users in general (“category users”), and the overall Indian consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including India)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

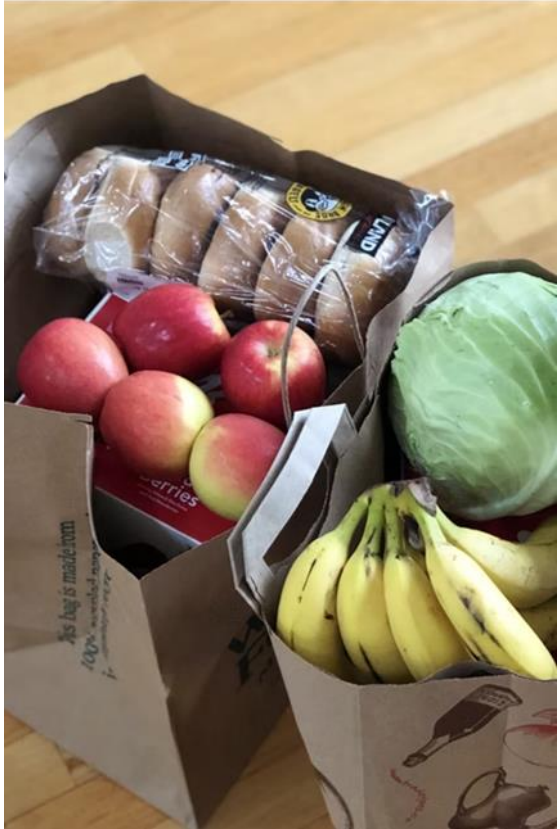
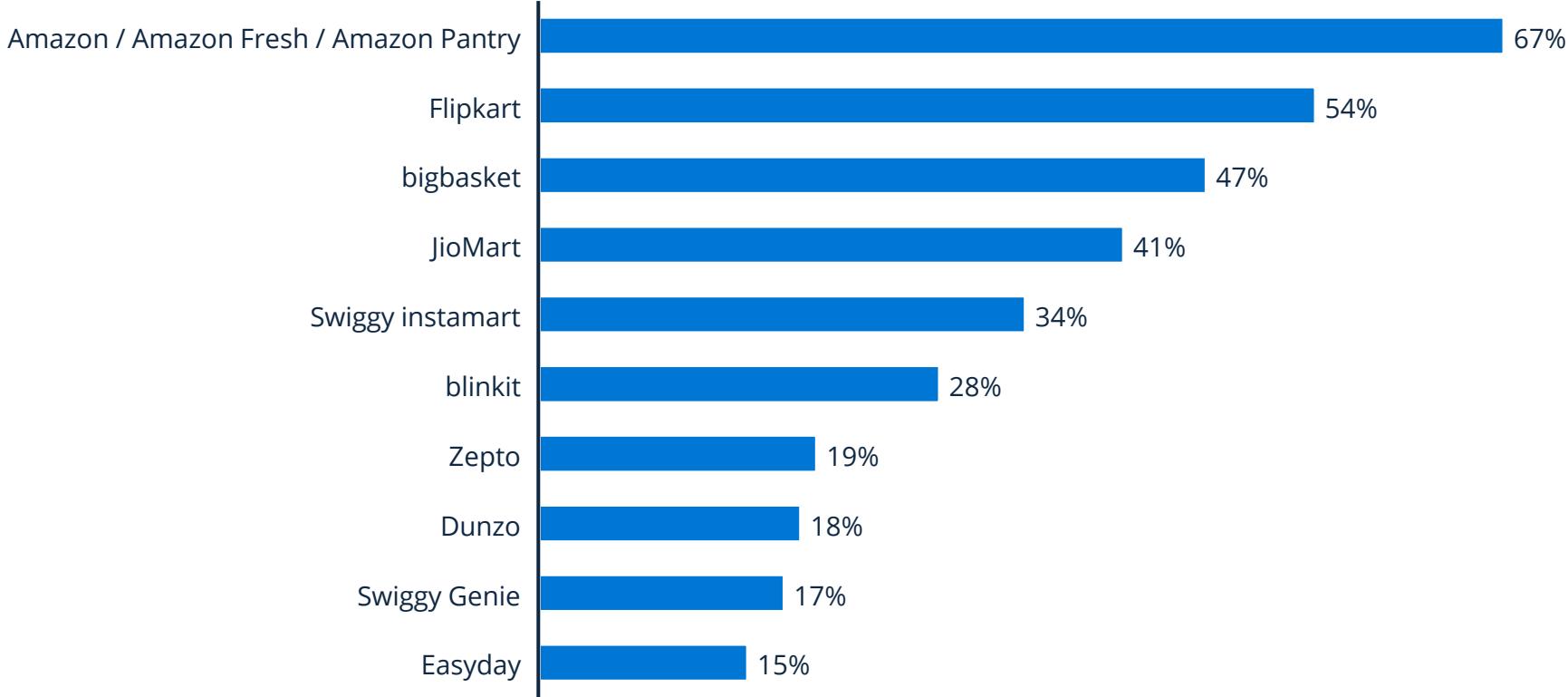
- Brand usage
- Key insights



Spencer ranks outside the top 10 of most used grocery delivery services in India

Management summary: brand usage and competition

Top 10 most used grocery delivery services in India



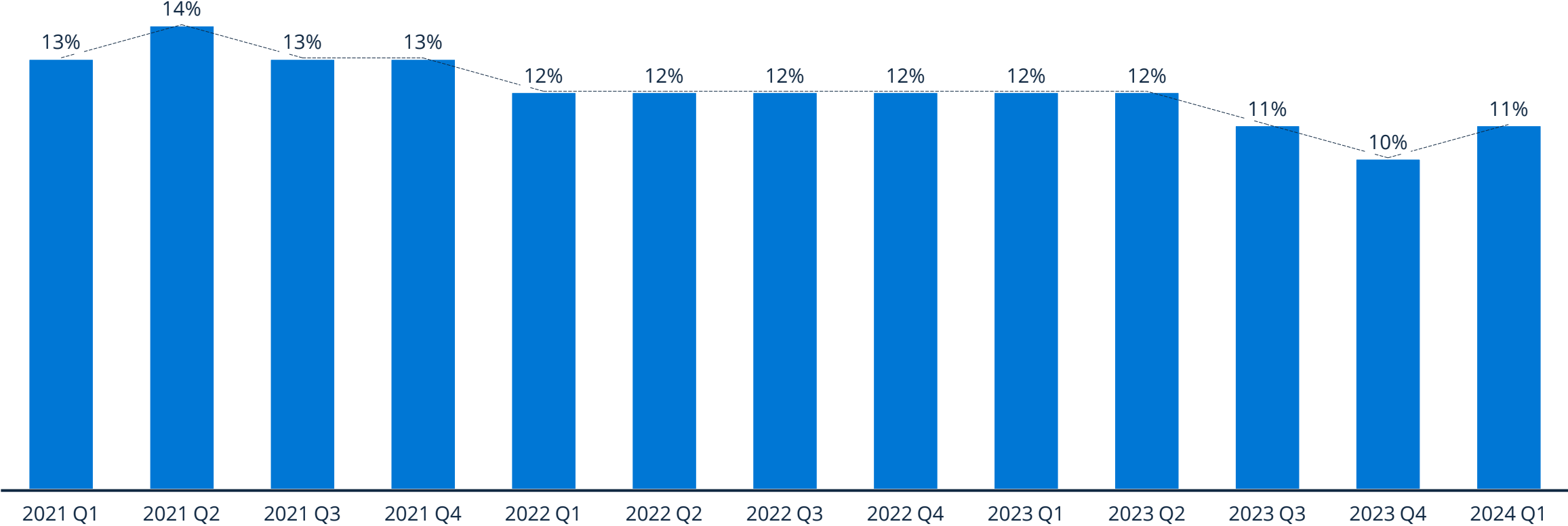
4 Notes: "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=3,552 grocery delivery users

Sources: [Consumer Insights Global](#) as of June 2024

The share of grocery delivery users using Spencer declined by 3 percentage points since Q2 of 2021

Management summary: brand usage timeline

Timeline of grocery delivery users using Spencer



5 Notes: "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=296 - 443 Spencer users, n=2225 - 3580 grocery delivery users

Sources: [Consumer Insights Global](#) as of June 2024

Spencer users in India

Management summary: key insights

Demographic profile

Spencer is more popular among Millennials than other grocery delivery services.

Spencer has more male than female users.

Spencer has a smaller share of users with a low income than other grocery delivery services.

Spencer users are more likely to live in megacities than grocery delivery users in general.

Consumer lifestyle

An honest and respectable life is less important to Spencer users than to other grocery delivery users.

Fashion and beauty are relatively prevalent interests of Spencer users.

Shopping is a relatively popular hobby among Spencer users.

Consumer attitudes

It stands out that 48% of Spencer users try to eat less meat.

41% of Spencer users are innovators or early adopters of new products.

A relatively high share of Spencer users think that climate change is an issue that needs to be addressed.

Marketing touchpoints

X (Twitter) is more popular among Spencer users than the average grocery delivery user.

Spencer users remember seeing ads on editorial websites and apps more often than other grocery delivery users.

CHAPTER 02

Demographic profile

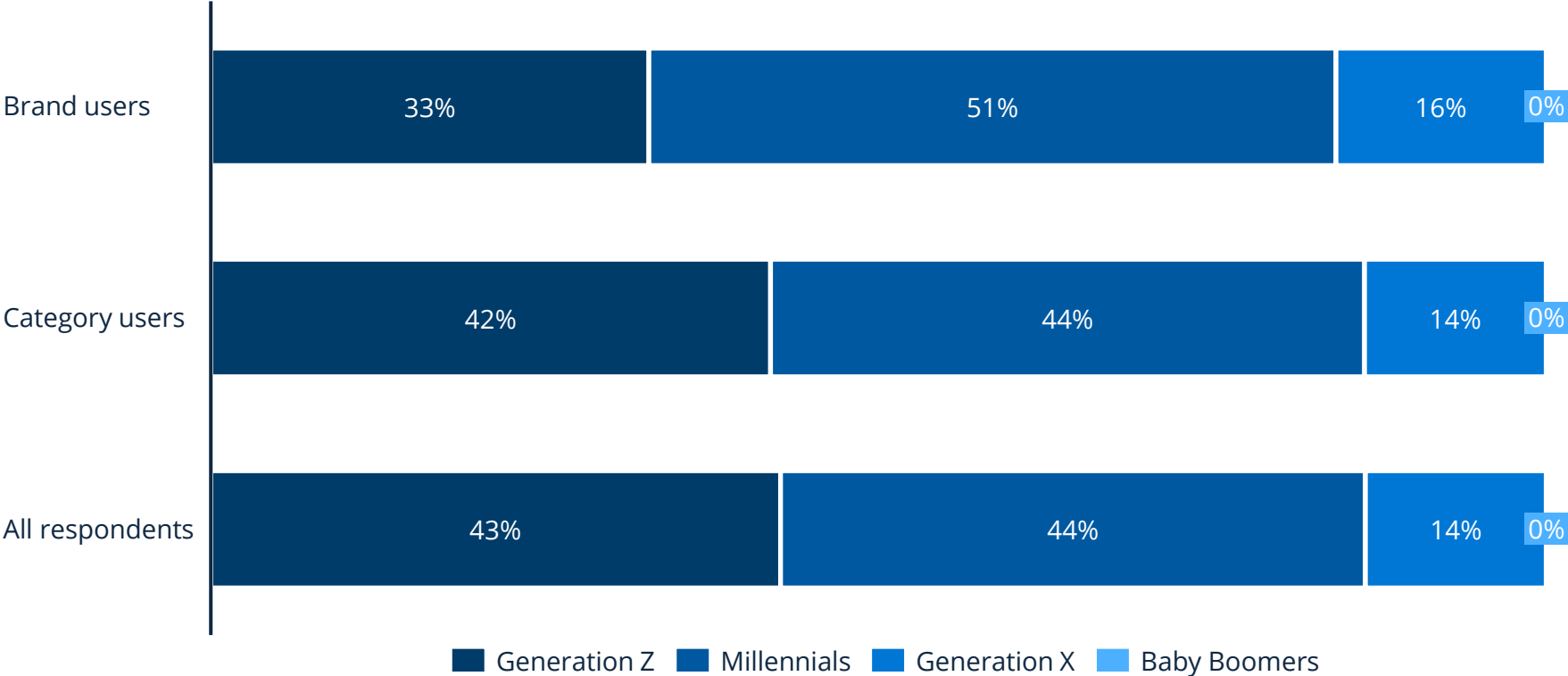
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Spencer is more popular among Millennials than other grocery delivery services

Demographic profile: generations

Age of consumers in India



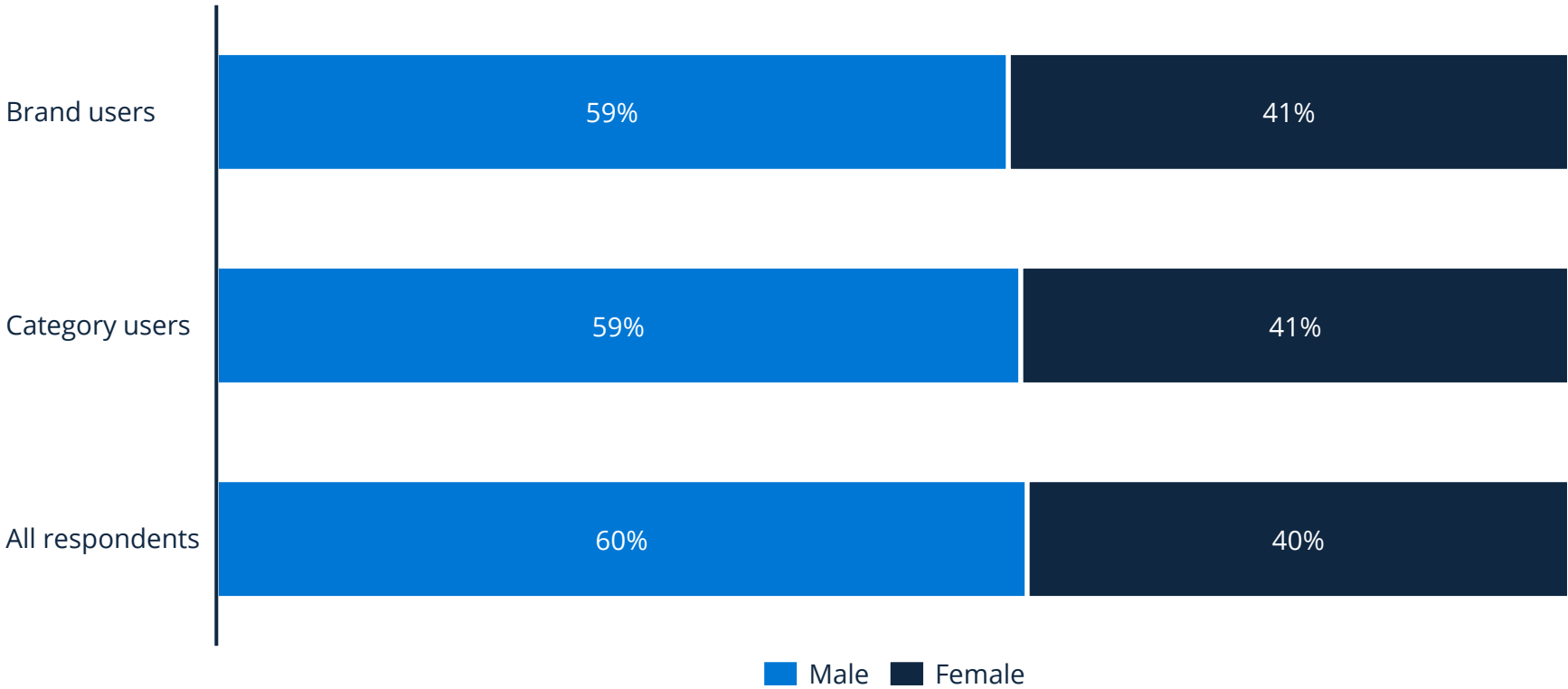
8 Notes: "How old are you?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=381 Spencer users, n=3,552 grocery delivery users, n=24,203 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Spencer has more male than female users

Demographic profile: gender



Gender of consumers in India

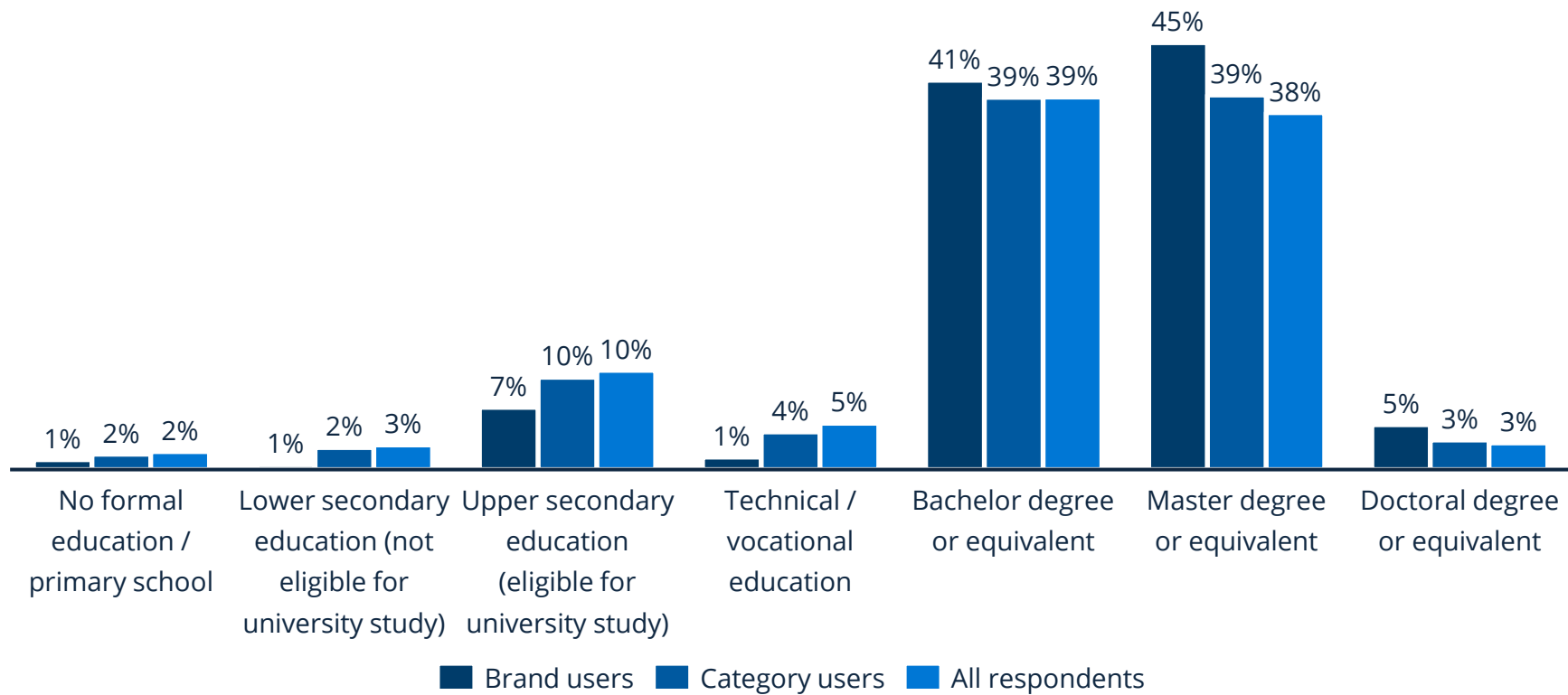


9 Notes: "What is your gender?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=381 Spencer users, n=3,552 grocery delivery users, n=24,203 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of Spencer users have a college degree

Demographic profile: education

Consumer's level of education in India

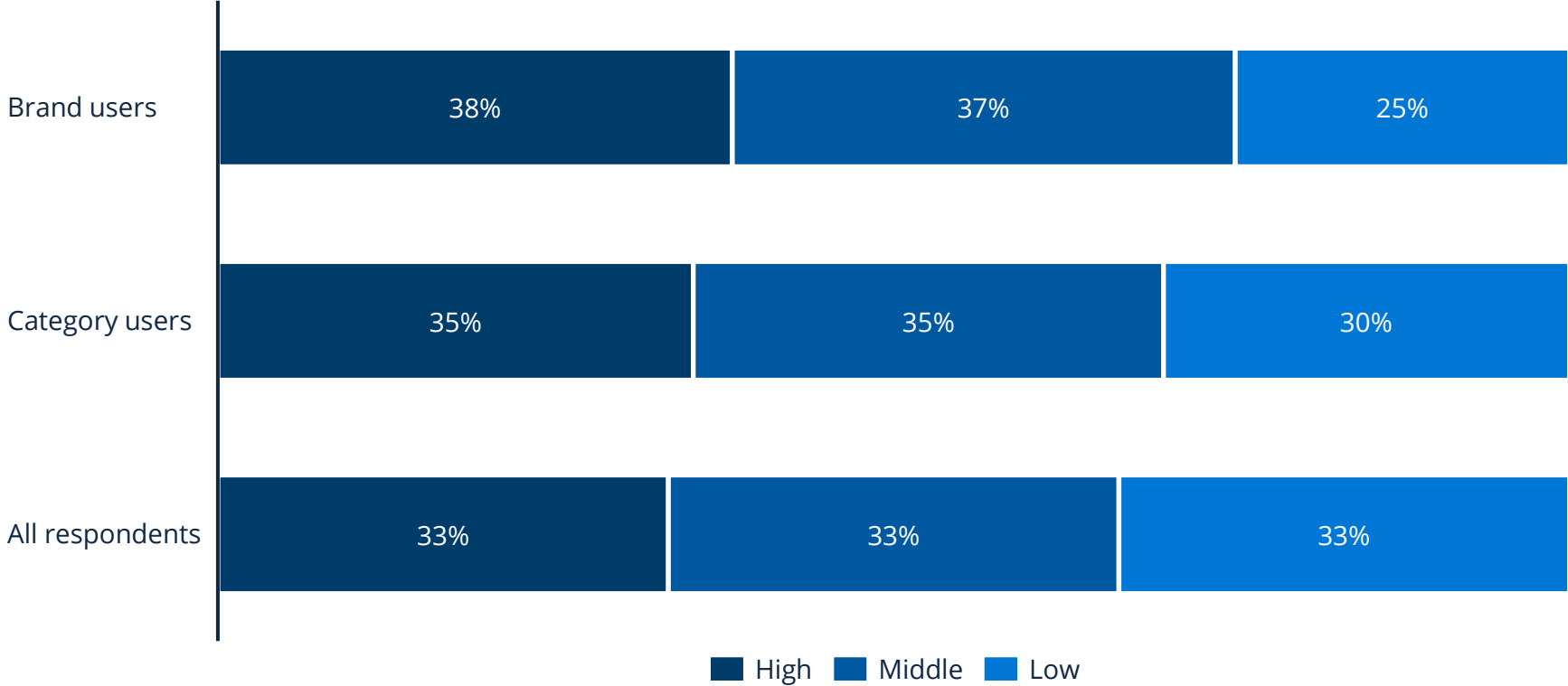


Spencer has a smaller share of users with a low income than other grocery delivery services

Demographic profile: income



Share of consumers in India in the high, middle, and low thirds of monthly household gross income

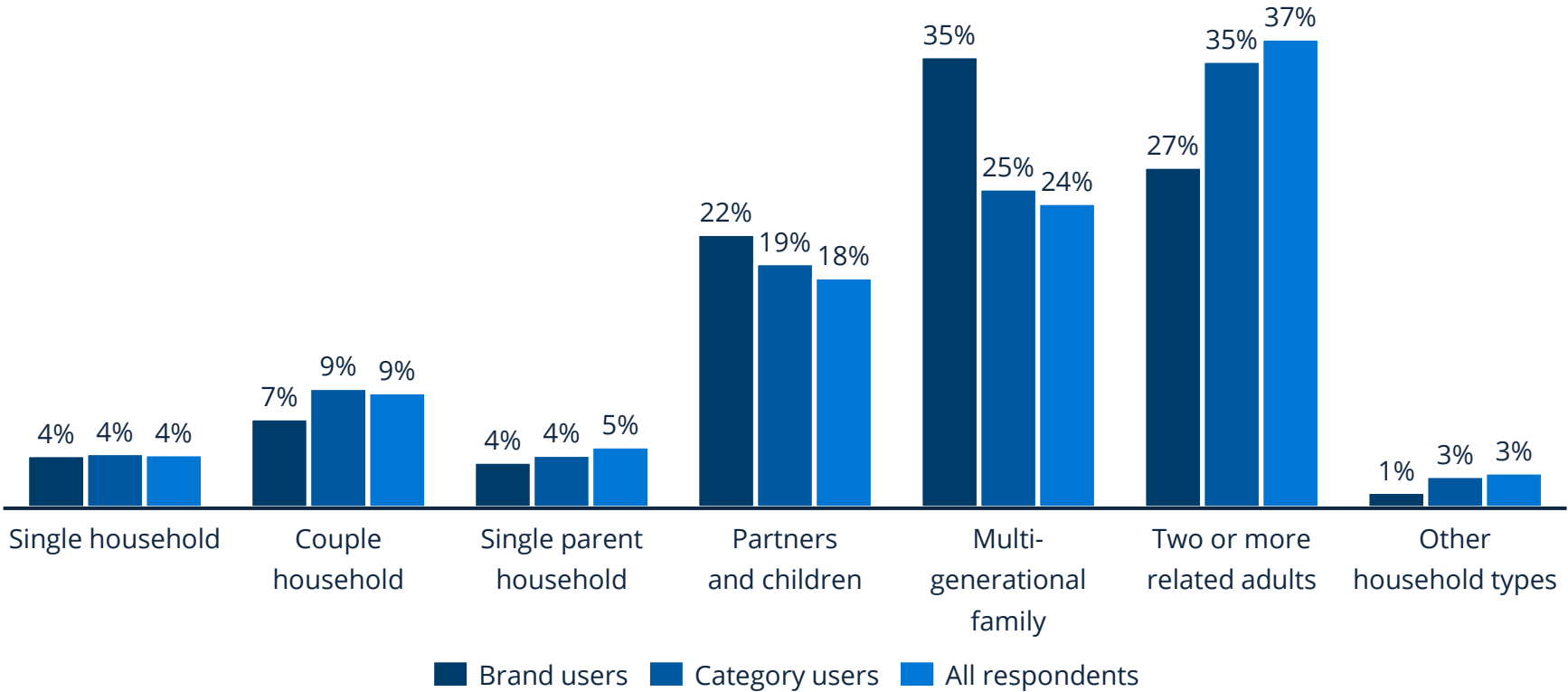


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=381 Spencer users, n=3,552 grocery delivery users, n=24,203 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other grocery delivery users, Spencer users are relatively likely to live in a multi-generational family

Demographic profile: household classification

Type of households in which consumers in India live



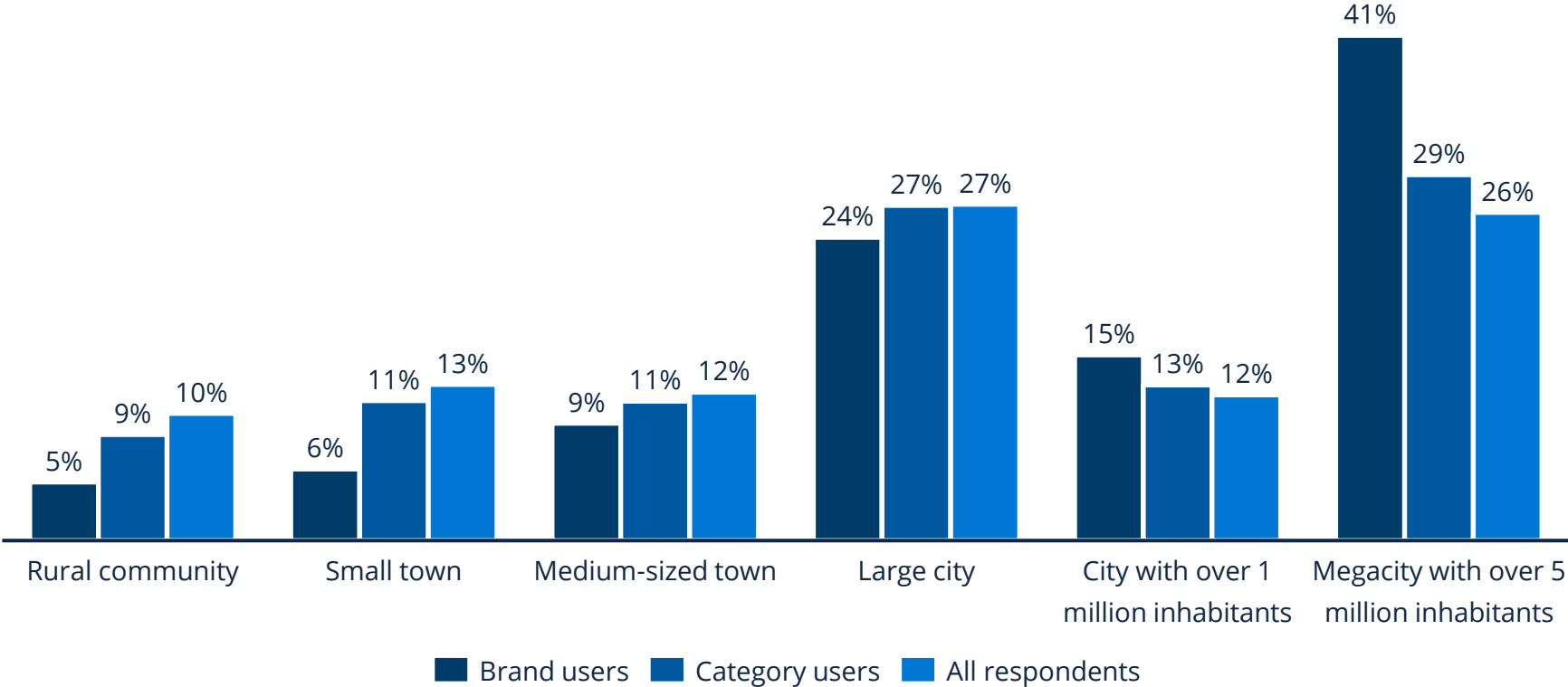
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=381 Spencer users, n=3,552 grocery delivery users, n=24,203 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Spencer users are more likely to live in megacities than grocery delivery users in general

Demographic profile: type of community



Communities where consumers live in India

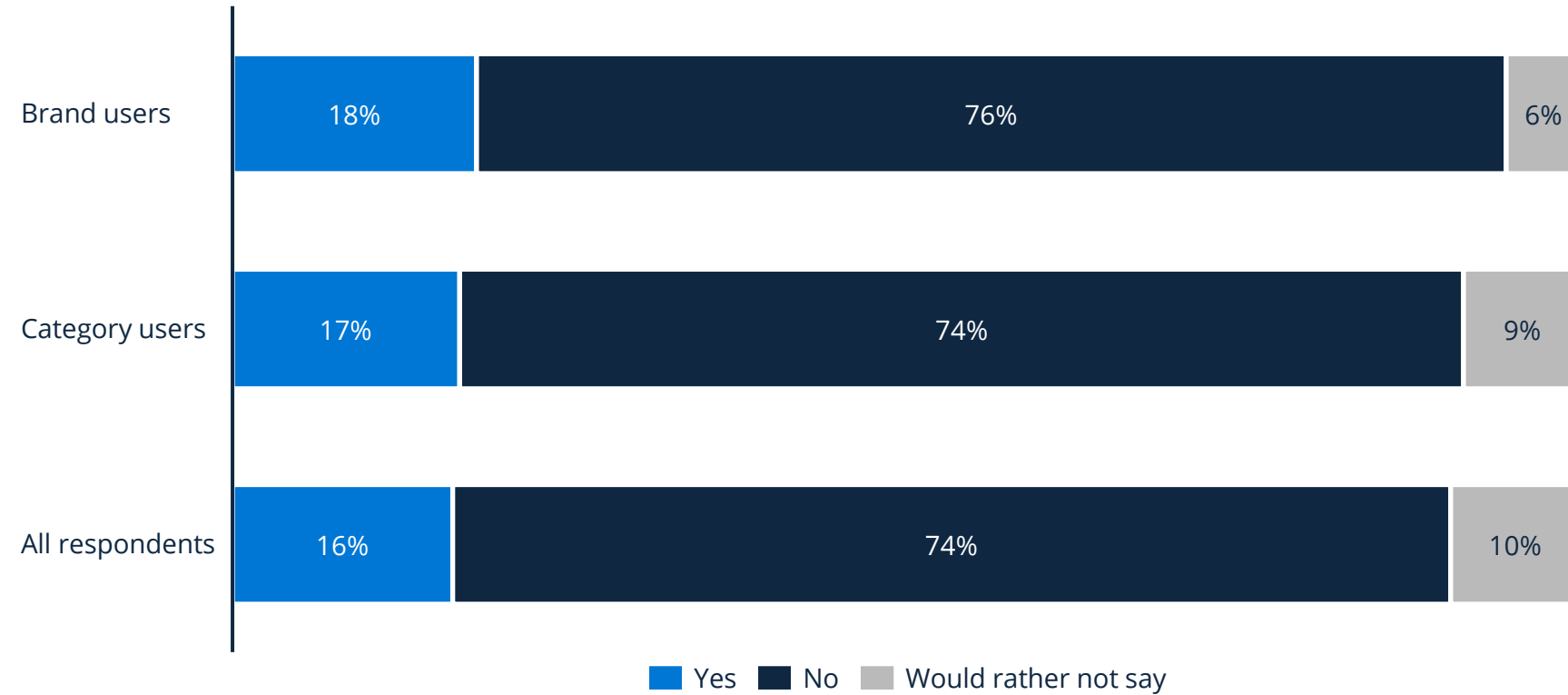


13 **Notes:** "In what type of community do you live?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=381 Spencer users, n=3,552 grocery delivery users, n=24,203 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

18% of Spencer users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in India



CHAPTER 03

Consumer lifestyle

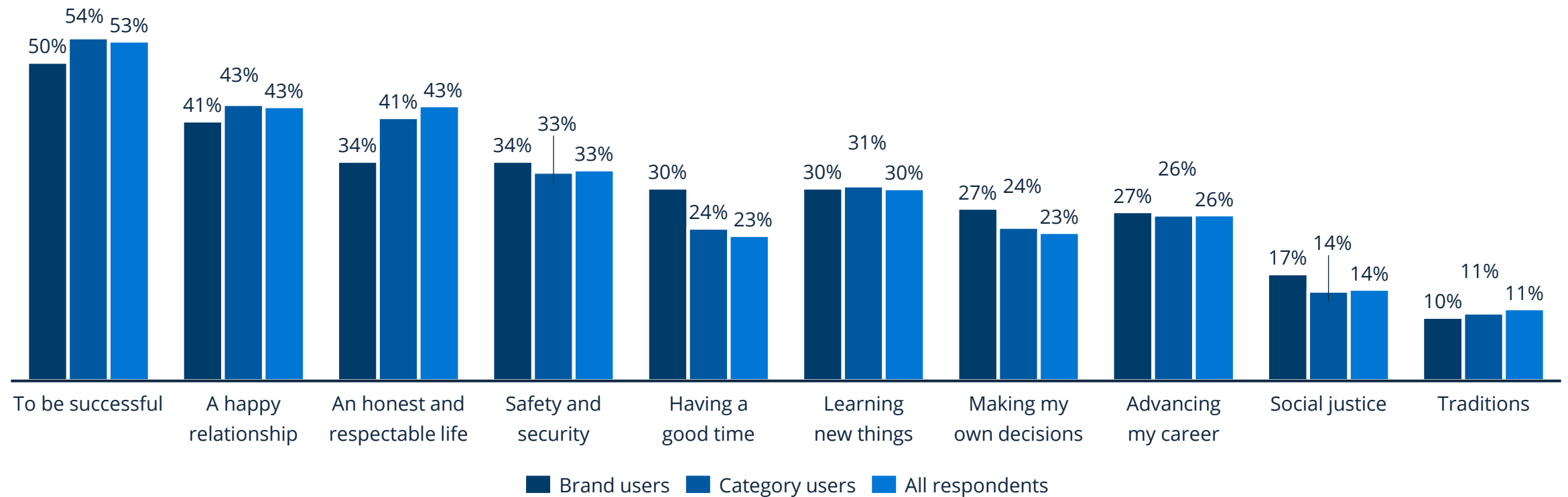
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



An honest and respectable life is less important to Spencer users than to other grocery delivery users

Consumer lifestyle: life values

Most important aspects of life for consumers in India



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