

India's Consumption Drivers

Urbanisation, Technology & Sustainability Transforming Consumer Markets



15th Edition



N. L. Dalmia[®]
Institute of Management
Studies and Research
(A School of Excellence of N. L. Dalmia Educational Society)

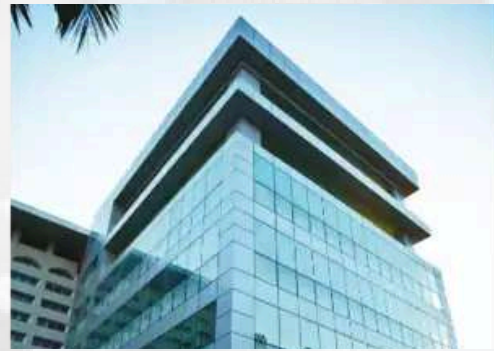
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In the latest issue, we dive into the powerful convergence of Urbanisation, Technology, and Sustainability, the three pillars redefining the Indian Consumption Economy 2030. This transformative era is not just about changing where people live, but reimagining how they interact with brands in a tech-driven, eco-conscious world. Rapid urbanisation is creating new consumption hubs, while technological leaps enable deeper, personalised consumer journeys. Simultaneously, a pivot toward sustainability is forcing brands to be as responsible as they are efficient, fundamentally reshaping the DNA of the Indian marketplace.

Join us as we explore the innovative strategies and foresight required to navigate this \$6 trillion opportunity. With this evolving landscape in focus, we at Team MarkX, The Marketing Magazine of N. L. Dalmia Institute of Management Studies and Research (NLDIMSR), have invited young leaders and aspiring marketers to share their vision for a future-ready India. This edition brings you a curated collection of intriguing insights and articles from both industry veterans and the bright minds at NLDIMSR.

We present to you MarkX Edition 15.0

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ABOUT THE INSTITUTE

Founded in 1995, N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was established on the vision of the late Founder Shri Niranjnlal Dalmia. His dream was not only to impart knowledge but to nurture leaders of tomorrow, built on the values of academic excellence and holistic development.

The Institute holds approval from the All India Council for Technical Education (AICTE) and has been accredited with an A+ Grade by the National Assessment and Accreditation Council (NAAC) in its 2nd cycle, along with the South Asian Quality Assurance System (SAQS) for five years, attesting to its academic excellence and infrastructure.

Its Post Graduate Diploma in Management (PGDM) program holds accreditation from the National Board of Accreditation (NBA), ensuring the highest industry standards, and is also approved by the Association of Indian Universities (AIU), making it equivalent to an MBA, and empowering students to thrive in today's dynamic business environment.

NLDIMSR has also carved its place in the national academic landscape by hosting and becoming the fourth and the only non-IIM partner of the Indian Finance Association, joining IIM Ahmedabad, IIM Bangalore, and IIM Calcutta for the India Finance Conference 2023.

Every program is thoughtfully designed to blend theory with practice, equipping students with skills essential for today's competitive world. The faculty go beyond teaching - they mentor, inspire, and guide the next generation of leaders.

In response to the evolving education landscape, the institute offers Ph.D., Global MBA, Open and Distance Learning, Online Learning, Executive PGDM, and Management Development Programs.

Its infrastructure further reflects this commitment with South Asia's largest standalone Bloomberg Lab with 24 terminals, recognised as India's first Bloomberg Experiential Learning Partner. Through these Bloomberg initiatives, our students have achieved milestones recognised in the World Book of Records, Asia Book of Records, and the India Book of Records, a state-of-the-art library, ICT lab, advanced learning-enabled classrooms, and a well-equipped auditorium.

The institute's placement record speaks for itself, with over 300+ corporate partners offering diverse opportunities. Beyond this, its true legacy shines brightest through its 9,000+ alumni excelling across the globe.

As it celebrates its glorious years of excellence in the educational landscape, NLDIMSR ranks amongst the top B-Schools and continues to set new benchmarks, establishing its place as a centre of excellence.



India is entering a decisive decade where urbanisation, technological advancement, and sustainability will collectively shape the future of its consumption economy. By 2030, India's urban population is expected to exceed 600 million, transforming cities into dynamic centres of commerce, innovation, and entrepreneurship. For emerging business leaders, understanding the aspirations and evolving consumption patterns of this expanding urban middle class will be crucial.

Technology will remain the most powerful enabler of this transformation. India's rapid adoption of digital platforms, from e-commerce to real-time digital payments, has fundamentally redefined how consumers interact with markets. With widespread smartphone penetration and digital infrastructure such as UPI, businesses today have unprecedented access to data-driven insights, enabling them to create more personalised, efficient, and scalable solutions.

Equally important is the growing emphasis on sustainability. As global and domestic stakeholders demand responsible growth, businesses must integrate environmental stewardship, ethical governance, and circular economy practices into their strategies. Sustainable innovation will not only mitigate risks but also unlock new opportunities for value creation.

For B-school graduates, the challenge and opportunity lie in navigating these intersecting forces with insight and integrity. Management education equips you with analytical capabilities, strategic thinking, and leadership skills. The true impact, however, will come from applying these competencies to build organisations that are innovative, inclusive, and sustainable.

As future leaders, your vision and actions will play a defining role in shaping a resilient and globally competitive Indian economy.

Dr. Seema Saini

CEO & ACTING DIRECTOR
(NLDIMSR)



Dear Students,

Firstly, I would like to congratulate you on choosing a brilliant theme for MarkX.

By 2030, urbanisation, technology, and sustainability are predicted to have a profound impact on India's consumption economy, leading to a significant transition to a demand-driven growth model. Cities are growing, and Tier 2 and Tier 3 urban hubs are emerging as a result of rapid urbanisation. In these areas, rising earnings, dual-income households, and lifestyle goals are pushing up discretionary expenditure on housing, transportation, healthcare, and experiences.

The proliferation of smartphones, digital payments, e-commerce platforms, and AI-driven personalisation makes consumption more seamless, inclusive, and data-driven. At the same time, technology is acting as a crucial enabler by changing how consumers access, evaluate, and buy products. In addition to increasing market reach, this digital ecosystem is speeding up credit availability and financial inclusion, which is increasing consumption across socioeconomic groups. Concurrently, consumers are becoming more socially and environmentally conscious, which is driving up demand for green products, ethical brands, and energy-efficient solutions.

This trend is being bolstered by corporate ESG commitments and policy initiatives. In addition to confronting issues with infrastructure stress, digital inequality, and environmental trade-offs, the interaction of these three dynamics is generating a new paradigm for consumption that is marked by premiumisation, omnichannel shopping, and experience-led purchasing. All things considered, by 2030, India is expected to develop into a vibrant, technologically advanced, urban-focused, and sustainable consumption economy that presents enormous prospects for companies, decision-makers, and scholars.

Wishing you all the best.

Dr. Joyeeta Chatterjee

DEAN ACADEMICS & PROFESSOR OF MARKETING

(NLDIMSR)



Congratulations to Team MarkX for another successful edition based on the theme, “Urbanisation, Technology & Sustainability: Drivers of India’s Consumption Economy 2030”. India’s consumption landscape is being redefined by three interlinked forces—urbanisation, technology, and sustainability. The steady expansion of urban centres is not only increasing income levels but also transforming lifestyles, leading to more sophisticated and diversified consumption patterns across both metropolitan and emerging cities.

Simultaneously, technology is reconfiguring the consumption ecosystem by enabling digital connectivity, data-driven personalisation, and frictionless purchasing experiences. Consumers today are more informed, empowered, and connected, resulting in a shift toward convenience, speed, and experience-led consumption. Alongside these changes, sustainability is emerging as a critical influence, encouraging more conscious consumption and responsible business practices.

Environmental awareness and regulatory pressures are gradually embedding sustainability into mainstream consumer decision-making. Collectively, these drivers are fostering a consumption economy that is modern, adaptive, and increasingly aligned with long-term economic and environmental priorities, positioning India for sustained growth by 2030.

I sincerely thank all the contributors for their articles and wish Team MarkX all the very best.

Dr. Baisakhi Mitra Mustaphi
ASSOCIATE PROFESSOR & HOD MARKETING
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CORPORATE ARTICLES

The Great Consumption Shift

How India's changing cities, digital systems, and sustainability mindset are reshaping everyday consumption by 2030

What defines consumption in modern India: ownership or access?

A decade ago, purchasing a product usually meant visiting a store, paying in cash, and physically owning the item. Today, everyday consumption often happens through a smartphone screen. A commuter might book a ride through a mobility platform, order groceries through a quick delivery service, stream entertainment online, and complete payments instantly through digital wallets or UPI. These daily actions reflect more than convenience; they signal a significant transformation in how India consumes. As India approaches 2030, the country's consumption economy is being reshaped by three powerful forces: expanding cities, rapid technological advancement, and a growing awareness of sustainability. Together, these factors are creating a new consumer environment where speed, accessibility, and responsibility play central roles.

Cities as Engines of Demand

Urbanisation has long been a driver of economic activity, but its influence on consumption in India is becoming more visible than ever.



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Urban life also changes how people value time. In fast-paced city environments, convenience often outweighs traditional purchasing habits. Services that offer immediate access, whether transportation, groceries, or entertainment, are increasingly preferred over ownership of products that require maintenance and long-term commitment.

Technology as the Enabler

Behind this transformation lies the rapid expansion of digital technology. Smartphones, high-speed internet connectivity, and digital payment platforms have connected millions of consumers to an integrated marketplace. Consumers today can explore products, compare alternatives, read reviews, and make purchases within minutes. Businesses, on the other hand, use data analytics and artificial intelligence to understand customer behaviour and improve efficiency. These technologies allow companies to anticipate demand, streamline delivery systems, and offer personalised experiences. Digital payment infrastructure has been particularly influential in India's consumption ecosystem. Instant payment platforms have made financial transactions simple, secure, and accessible, enabling even small everyday purchases to occur seamlessly.



Sustainability and Responsible Growth

While convenience and digital access are transforming consumption patterns, sustainability is emerging as an equally important consideration. Environmental awareness is gradually influencing the choices consumers make and the strategies businesses adopt. Many companies are exploring eco-friendly packaging, energy-efficient operations, and sustainable supply chains. Electric mobility, recyclable materials, and responsible resource management are becoming more common across industries.

Consumers are increasingly recognising that economic growth must be balanced with environmental responsibility.

Looking Toward 2030

India's consumption economy is entering a new phase of development. Expanding urban centres are concentrating demand, digital technologies are simplifying access to goods and services, and sustainability is shaping long-term business practices.

The coming decade may not simply be defined by higher consumption, but by a deeper transformation in how consumption occurs. By 2030, India's consumers are likely to be more connected, more informed, and increasingly conscious of the impact of their choices—marking a true shift in the nation's economic and social landscape.

Green is the New Gold: The Rise of Sustainable Consumerism in India

Price and utility were the two main factors influencing the typical Indian buyer's decision not too long ago.

A factor that is currently gaining traction. A subtle change is taking place, from the use of cloth bags in place of plastic ones to an increasing inclination toward electric cars. Sustainability is becoming more commonplace and is no longer a speciality issue. In India's cities, where lifestyles are changing quickly, this shift is most noticeable. More questions are being asked than ever by younger consumers, particularly Gen Z and millennials. This product was manufactured where? Can it be recycled? Does the company adhere to moral standards? These are now active factors influencing purchasing decisions in a variety of categories, including food, fashion, and even transportation. Awareness is one of the main forces behind this change.



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Rising temperatures, unpredictable monsoons, and deteriorating air quality are local manifestations of climate change, which is no longer an abstract idea discussed in far-off international forums. Sustainability has become a personal issue for many customers. It is not just about ideology but also about health, future security, and a sense of responsibility. This shift has been expedited even more by technology. While social media amplifies discussions about eco-conscious living, digital platforms make it simple for consumers to obtain brand information. Thousands of people can be impacted by a single viral post that exposes wasteful practices. Simultaneously, these platforms have made it possible for small sustainable brands to compete with more established players by increasing their visibility.



STUDENT ARTICLES

India at the Crossroads of Consumption

On any given evening in Mumbai, the story of India's future quietly unfolds. A young professional steps out of a metro station, orders dinner through an app, pays using UPI, and chooses a brand that claims to be eco-friendly. In that simple sequence lies a powerful narrative, one that captures how urbanisation, technology and sustainability are steadily reshaping India's consumption economy.

The Expanding Urban Imagination

India's urbanisation is no longer confined to the skylines of Delhi or Mumbai. It has begun to spread into cities like Nagpur, Indore, and Coimbatore, where ambition is rising as quickly as infrastructure. But urbanisation today is not merely about geography; it is about mindset.

The new urban Indian consumer is defined by aspiration. There is a growing desire for a better lifestyle, not just in terms of income, but in terms of experiences. Homes are getting smarter, diets are more diverse, and spending is more intentional. The shift from "saving for tomorrow" to "living today" is visible across income groups.

Importantly, this urban growth is decentralised. Smaller cities are no longer playing catch-up; they are actively shaping demand. For brands and businesses, this means that India's consumption story is no longer a single narrative, but a mosaic of many Indias evolving simultaneously.



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Technology as the Silent Enabler

If urbanisation is changing where consumption happens, technology is transforming how it happens.

The smartphone has become the most influential marketplace in the country. It informs, persuades, and facilitates every purchase decision. Digital payments have removed friction, e-commerce has removed distance, and algorithms have removed uncertainty.

Consumers today rarely walk into a store without already knowing what they want. Reviews, recommendations, and reels guide decisions long before a transaction takes place. The buying process has become faster, but also more informed.

At the same time, technology is not just enabling consumption, it is shaping behaviour. Subscription models, quick commerce, and personalised advertising are subtly redefining expectations. Convenience is no longer a luxury; it is the baseline.



The Rise of Conscious Consumption

Perhaps the most significant shift, however, lies in the growing awareness around sustainability. Indian consumers, especially the younger demographic, are beginning to question the impact of their choices. There is a noticeable tilt towards products that are organic, ethically sourced, or environmentally friendly. While price and quality still matter, purpose is slowly entering the decision-making framework.

This change is neither uniform nor absolute. It exists alongside contradictions where convenience often outweighs conscience. Yet, the direction is clear. Sustainability is moving from the margins to the mainstream.

For businesses, this represents both a challenge and an opportunity. Authenticity will matter more than ever. Consumers are increasingly able to distinguish between genuine efforts and superficial branding.

Looking Ahead to 2030

As India moves towards 2030, its consumption economy is expected to grow significantly in size. But more importantly, it is set to evolve in character.

The future Indian consumer will not be defined solely by purchasing power, but by perspective. They will seek convenience, but also responsibility. They will embrace technology, but question its impact. They will aspire for growth, but not at any cost.

Conclusion

The story of India's consumption economy is no longer just about markets and metrics. It is about people and their changing relationship with the world around them.

Urbanisation is expanding horizons.
Technology is compressing distances.
Sustainability is redefining values.

Together, they are not just driving consumption, they are shaping a more thoughtful, more aware, and perhaps more balanced India.

Gen Z in Urban India: Tech-Savvy, Value-Driven, and Redefining Consumption Norms

The urban consumption environment in India is undergoing a radical change that is driven by a powerful demographic

occurrence known as Generation Z.

Being born in a mostly digital world, Gen Z does not simply participate in the economy but, on the contrary, reshapes the consumption mechanisms. By 2030, this group will become the biggest spenders in the Indian economic story with an estimated expenditure of close to \$1.3 trillion, rendering them highly influential consumer groups in India.

The core behaviour of Gen Z lies in the fact that technology has become a part and parcel of making decisions in their lives. As opposed to the previous generations, the purchasing process of Gen Z starts on Instagram, YouTube, and influencer systems. More than half of Gen Z shoppers learn about and buy products via social media, which highlights the fact that social commerce is a powerful modifier. This digital literacy has also increased the pace of expectations, convenience, speed, and personalisation ceased to be distinguishing factors; they are requirements. One feature of urban Gen Z is its preference for experience over ownership. The rapid commerce systems, AI-guided guides, and phygital store experiences have turned the process of consumption into a hyper-personal and real-time process. As an example, the fast-growing quick-commerce environment in India, known to provide deliveries in 10-15 minutes, suggests that Gen Z values instant gratification and convenience as the key factors behind making purchases.



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However, it is not technological savviness but a value-driven orientation that makes Gen Z belong to the crowd of people who are different. In their purchasing behaviour, sustainability, ethics, and authenticity hold a top position. Research has shown that a significant percentage of young Indian consumers are inclined towards a brand that acts in an overtly responsible manner in the environment, making sustainability a basic expectation, instead of a luxurious feature.

A good example of such a transformation is the adoption of sustainable fashion start-ups (like Virgio), which shifted their clothing model away from fast fashion and towards the model of the circle and eco-consciousness in response to Gen Z demands. This is an indication that brands have stopped dictating the demand, but instead, consumers are shaping the brand strategy. The modern culture promotes this change even more. The dressing style of Gen Z, including the example of the so-called messy and yet purposeful look, prioritises personality and genuineness above all.

AI: The Invisible Architect

India stands at a rare inflection point. As urbanisation accelerates and digital infrastructure matures, three forces - smart cities, artificial

intelligence, and Graphics Processing Units (GPUs) are converging to reshape the country's economic landscape and ignite a powerful consumption wave.

The Smart City Blueprint

India's Smart Cities Mission, launched to transform 100 urban centres into technologically driven hubs, is no longer just a policy aspiration; it is becoming a brick-and-mortar reality. From intelligent traffic management in Pune to sensor-embedded water grids in Bhopal, cities are embedding technology into their very foundations.

This transformation has a multiplier effect on consumption. As cities become smarter, residents demand smarter products, connected appliances, electric vehicles, high-speed internet, and digital payment ecosystems. Urban infrastructure upgrades also create massive downstream demand: construction, civil engineering, telecom, and energy sectors.



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all benefit. The smart city is not merely a governance project; it is a consumption engine.

AI: The Invisible Architect

Artificial intelligence quietly powers the smart city's most critical functions. Predictive analytics optimise garbage collection. Machine learning algorithms reduce electricity grid failures. AI-driven surveillance systems enhance public safety without significant human intervention.

But AI's impact extends well beyond civic administration. India's retail sector uses AI for hyper-personalised recommendations, driving impulse purchases and customer loyalty. Healthcare platforms deploy AI diagnostics to bring specialist care to Tier-2 towns. Fintech companies use AI credit scoring to extend loans to first-time borrowers, unlocking consumption from segments previously excluded from the formal economy.

India is not just consuming AI services; it is increasingly producing them. Homegrown AI startups raised billions in recent years, and Indian engineers lead global AI teams at the



world's largest technology companies. This dual role as both creator and consumer amplifies the economic dividend.

GPUs: The Muscle Behind the Machine

Every AI model, every smart city simulation, every real-time data pipeline runs on compute power, and the GPU is the engine of that computation. As India's cloud infrastructure expands and data centres multiply across Mumbai, Hyderabad, and Chennai, the demand for GPU-powered processing has surged.

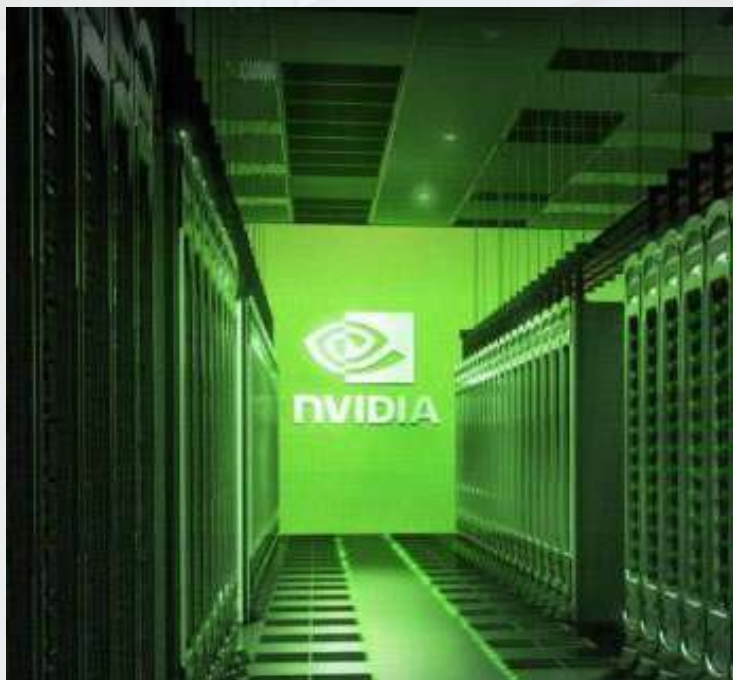
This creates an entirely new consumption category. Enterprises are leasing GPU cloud compute. Universities are procuring GPU clusters for research. Gaming and animation studios, a fast-growing sector in India, are building GPU-intensive production pipelines. Even individual creators are tapping GPU-powered tools to produce content at scale.

The government's recent push to establish sovereign AI compute infrastructure signals that GPUs are now strategic national assets, much like oil refineries once were.

The Convergence Effect

What makes this moment particularly significant is not any single trend in isolation, but their convergence. Smart cities generate data. AI processes that data. GPUs power the AI. Each layer fuels the next, creating a self-reinforcing cycle of investment and consumption.

India's young population, rising disposable incomes, and appetite for digital services make it uniquely positioned to absorb and amplify this technological wave. The consumption boom underway is not speculative; it is structural, sustained, and only just beginning.



The Silent Pulse of 2030: Bridging the Gap in India's Consumption Story

When we talk about India in 2030, the conversation usually revolves around a familiar, high-octane vision: gleaming smart cities, 6G connectivity, and a middle class with an insatiable appetite for the latest tech and sustainable luxury. We focus on urbanisation and innovation as the twin engines driving our consumption economy.

But if you look past the neon lights of the metros, there is a quieter, more complex reality unfolding in our rural heartlands and tourist corridors, a story of people who are watching the future arrive from the sidelines.

The Rural Shadow

Urbanisation has undoubtedly unlocked doors that were bolted shut for generations. Cities are more than just clusters of buildings; they are concentrated hubs of opportunity. They offer better healthcare, specialised education, and the kind of high-paying jobs that fuel the economy. Naturally, this creates a massive "pull" factor. As people move in, they spend on housing, travel, and digital services, creating a vibrant cycle of growth. However, this tide doesn't lift every boat. Many of India's most iconic regions, the ones we celebrate for their natural beauty or spiritual heritage, face a strange paradox. We work hard to "preserve" these places for their environmental and



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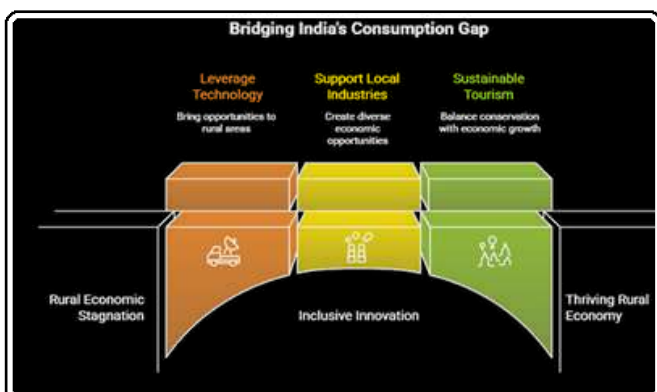
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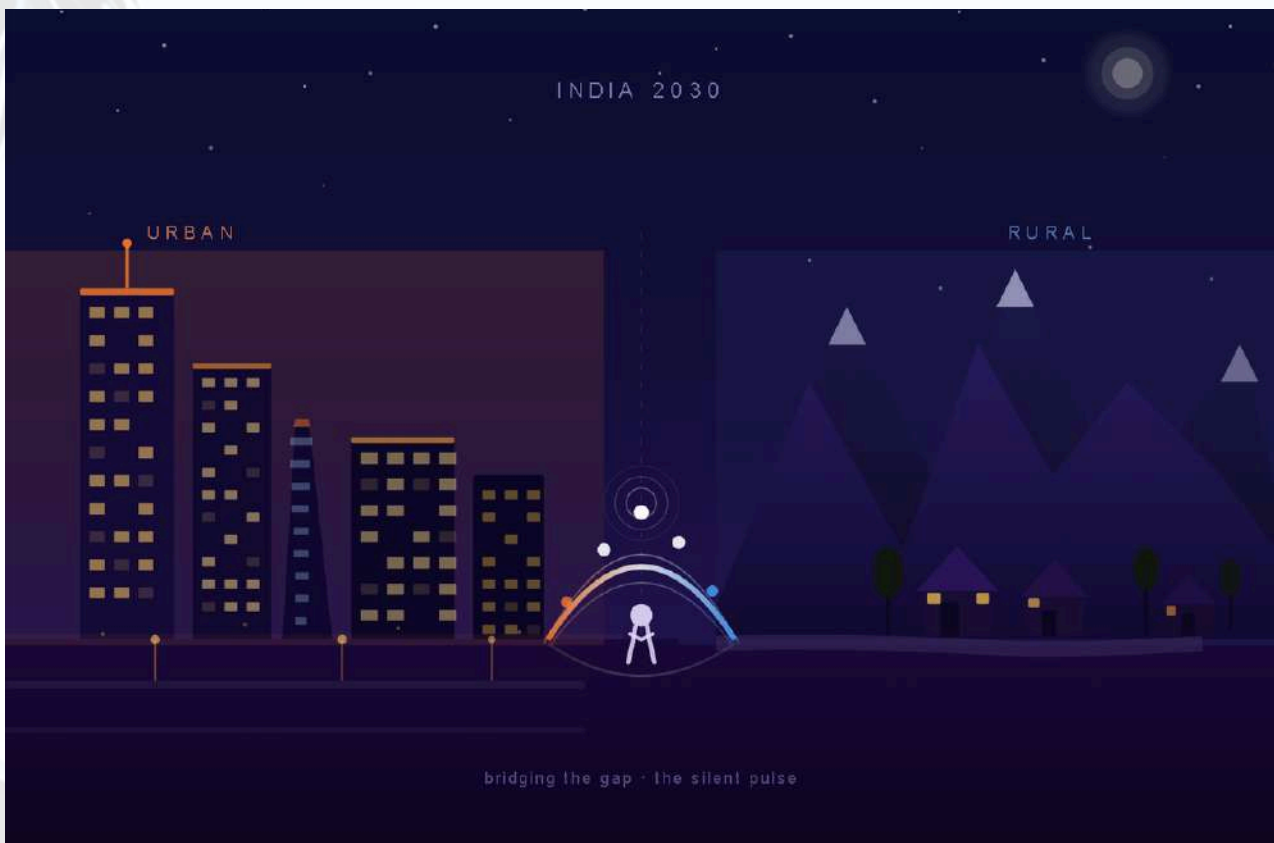
vital cultural value. But in our rush to conserve the landscape, we often end up freezing the economic progress of the people who live there.

The Seasonal Trap and the Talent Drain

In many of these scenic or rural pockets, the economy is fragile. Tourism might bring a rush of cash for four months a year, but what happens during the other eight? Local industries are often non-existent, and the "digital revolution" we boast about in Bengaluru often feels like a distant rumour in a mountain village or a coastal town.

The most heartbreaking consequence isn't just a lack of gadgets; it's the migration of potential. When a bright student in a rural district realizes that their hometown offers no path to a modern career, they have no choice but to pack a bag and leave. This creates a "talent drain" that leaves villages older and economically stagnant, while forcing families to bear the high emotional and financial cost of separation.





Redefining Progress: Growth Near Home

If India's consumption economy is to be truly "strong" by 2030, it cannot be exclusive. We need to stop thinking of "development" as something that only happens in a pin code with a skyscraper.

The real goal for the next decade should be Inclusive Innovation. We need to leverage technology to bring the opportunity to the person, rather than forcing the person to the opportunity.

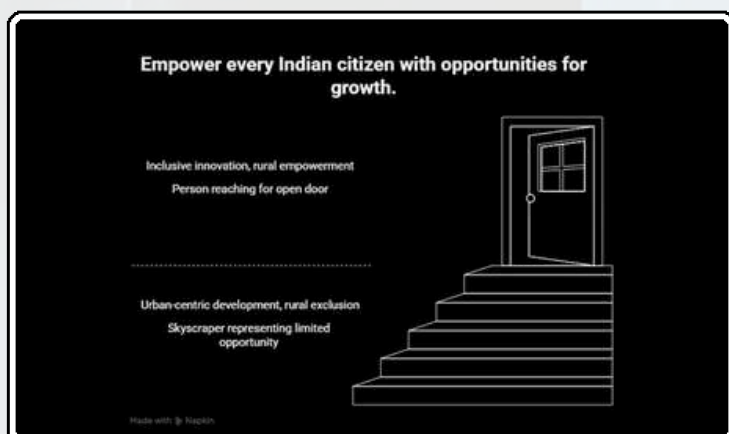
Digital Decentralisation: High-speed internet and remote-work infrastructure can turn a quiet village into a global service hub. **Skill-Based Equity:** Modern vocational training and digital classrooms should be as accessible in a tourist town as they are in a metro.

Sustainable Integration: We must find a way to protect our environment without making it an economic prison for the local community. This means green industries and year-round sustainable tourism models.

The Bottom Line

As we march toward 2030, our success shouldn't just be measured by the GDP of our top ten cities. It should be measured by the dignity and security available to a citizen in the furthest corner of the country.

A true consumption powerhouse isn't built on a few islands of prosperity; it is built when every village and every tourist town has the tools to dream, work, and thrive. Let's make sure the "India of 2030" is a place where no one has to leave their home just to have a future.



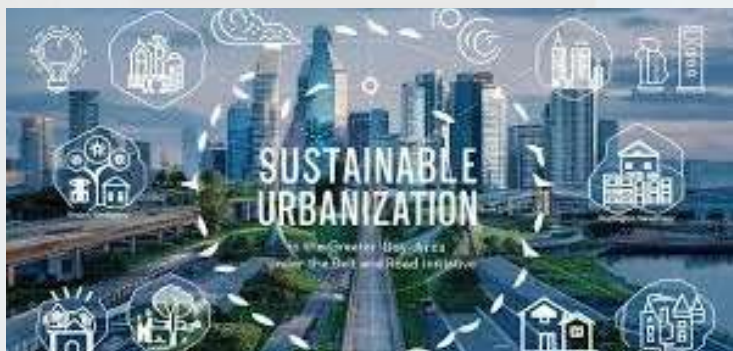
From Cities to Conscience: A Unified Path to India's Consumption Economy 2030

In today's volatile, uncertain, ambiguous and complex (VUCA) world, it is absolutely essential and vital to have inclusion of best technologies, a greater extent of urbanisation, and a deeper focus on sustainability to have a greater positive impact on the economy as well as the overall GDP of the country. We, as citizens of the country, year after year have changing tastes and preferences in terms of technology and sustainability to some extent.

It is a necessity to develop both technology and sustainability to be able to satisfy consumers' needs as well as help in the betterment of the environment and society, slowly and steadily, with each step at a time, towards sustainable India.

Urbanisation as the Engine of Progress

Making this feasible is definitely a challenge, but with sheer determination and persistence, it is very much doable. Urbanisation here plays a crucial role in making everything a success by 2030, as once there is a movement of people from rural areas to urban areas, and after they get employment opportunities, it will be a win-win situation for not only improving the technology but also driving consumer attention and loyalty. This will also ensure a reduction in poverty and greater efficiency and effectiveness in the whole process.



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Educationing Consumers: Building a Sustainable Future Together

Consumers of today are not aware of the impact and effect of adopting unsustainable means and practices, as to what it could lead to and its repercussions. Sustainability today is not only essential for the environment but also for people, society, and even organisations at large. Hence, it is very important to educate everyone regarding the need for sustainability and how we can save not only our environment through afforestation, abolishing plastic usage, but also reducing industrial emissions and even reducing traditional fuel consumption, such as petrol and diesel, by introducing better forms of fuel for effective sustainability, and also technological advancements at the same time.

This would not only improve sustainable practices but would also ensure the maximisation of productivity of people, natural resources, and improve technologies if adopted properly. This would be a viable proposition as it would motivate consumers to purchase sustainable products and services, but at the same time



getting the best technologies due to better urbanisation, and ultimately it would be a success for the consumers, businesses and even the government.

A Unified Path to India's Consumption Economy

Therefore, in conclusion, all three components, urbanisation, technology & sustainability are equally important with equal weightage as these all factors would contribute significantly to enhancing human resources in the best possible way through urbanisation.

innovation in the entire gamut of products and services in the market, leading to technological advancements and ensuring maximum utilisation of sustainability through enhancement of awareness and knowledge to business owners, corporate employees, industrialists, consumers, and, in general, people to achieve sustainability as a whole. Organizations and companies must ensure that urbanisation, technology & sustainability are in line and interconnected with each other to accomplish and attain the goals and objectives of improving the quality of life for millions of consumers and be better positioned to thrive in India's evolving consumption landscape.

How Urban Growth, Digital innovation and sustainability are shaping India's economic future

India is entering a period of significant economic transformation. As the country moves toward 2030, changes in lifestyle, technology, and environmental awareness are influencing how people interact with goods and services. What was once largely dependent on physical markets is gradually evolving into a more connected and technology-enabled economic environment.

Three powerful forces, urbanisation, digital technology, and sustainability, are shaping this shift. Together, they are influencing the way people access products and services, and how businesses respond to changing expectations.

Cities as Centres of Opportunity

Urbanisation continues to play an important role in India's economic development. According to the World Bank, India's urban population is expected to exceed 600 million people by 2030, creating some of the world's largest urban markets.



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While metropolitan cities such as Mumbai, Bengaluru and Delhi remain major economic hubs; smaller cities are rapidly gaining importance. Cities like Indore, Surat, and Lucknow are experiencing rising incomes, improving infrastructure, and expanding business activity.

As these cities develop, they create new opportunities for industries such as retail, mobility services, housing, healthcare, and entertainment. This expansion is gradually transforming urban areas into powerful engines of economic activity.

Technology Connecting Markets

Technology has become one of the most influential drivers of change in India's economy. The rapid adoption of smartphones and affordable internet services has connected millions of people to digital platforms. India now has more than 800 million internet users, making it one of the largest digital markets in the world. Online platforms allow people to explore products, compare options, and complete transactions within minutes.





Digital payment systems have also reshaped everyday financial interactions. According to the Reserve Bank of India, the Unified Payments Interface (UPI) processes billions of transactions every month, making digital payments a normal part of daily life for many Indians.

Businesses are also using data analytics and artificial intelligence to better understand demand patterns and improve efficiency in supply chains and customer service.

Sustainability and Responsible Growth

In addition to urbanisation and technology, sustainability is becoming an important influence on economic decision-making. Growing awareness of climate change, pollution, and resource depletion has encouraged both businesses and individuals to consider the environmental impact of their activities.

Many companies are adopting eco-friendly packaging, energy-efficient technologies, and more responsible supply chains. At the same

time, there is increasing interest in renewable energy, electric vehicles, and environmentally responsible production methods.

This shift reflects a broader understanding that long-term economic progress must be supported by sustainable and responsible practices.

Looking Ahead to 2030

India's economic future will be shaped by the interaction of expanding cities, digital innovation, and sustainable development. These forces are creating a more connected and adaptive marketplace across the country.

By 2030, stronger urban networks, wider digital access, and greater environmental awareness are likely to influence how markets grow and how people interact with goods and services. The coming decade will therefore play a crucial role in shaping a more dynamic and responsible economic landscape for India.

Who Holds the Keys? The Future of India's Consumption Economy by 2030

Why are young Indians increasingly choosing not to own things?

In many of India's major cities, a growing number of professionals no longer feel the need to buy a car, own large appliances, or even maintain a traditional retail routine. Instead, they subscribe, rent, stream, or access services on demand.

A young professional might commute using a ride booked through Uber, order groceries via Blinkit or Zepto, and pay instantly through Unified Payments Interface - all without visiting a store, handling cash, or owning a vehicle. At first glance, it's convenient. At a deeper level, it signals a quiet revolution in India's consumption economy.

By 2030, consumption may not be defined by what people buy but by how they access what they need- driven by three converging forces: urbanisation, technology, and sustainability.



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The Urban Density Advantage

Quick commerce thrives only in cities. Its economy depends on dense neighbourhoods, where thousands of consumers live within a few kilometres of micro-warehouses.

India's urbanisation is not just about increasing population. It is compressing economic activity into dense consumption clusters. In such environments, time becomes the most valuable resource. Urban professionals increasingly prioritise speed and convenience over price. By 2030, urban consumers will demand instant access rather than ownership, shifting the market toward services that are immediate, flexible, and on demand.





Technology as the Invisible Infrastructure

The magic of ten-minute delivery lies in data. Platforms like Zepto use predictive algorithms to anticipate demand street by street, while micro-warehouses stock exactly what neighbourhoods need - Routing algorithms optimise deliveries in real time, and digital payments make every transaction seamless.

By 2030, these technologies will operate as the silent engine of India's consumption economy, coordinating how goods and services move, almost invisibly, through the urban landscape.

Sustainability and the Efficiency Imperative

Ultra-fast delivery comes with trade-offs: congestion, packaging waste, and emissions. To address these, platforms are deploying electric fleets, optimising routes, and experimenting with reusable packaging. Consumers, too, are increasingly aware of environmental impact.

By 2030, sustainability will no longer be optional - it will define competitive advantage. Convenience, speed, and efficiency will only be valued if paired with responsible resource use.

A Glimpse of 2030

The story of ten-minute grocery delivery may seem trivial, but it offers a lens into India's economic future. Urbanisation concentrates demand. Technology predicts and delivers it instantly. Sustainability determines whether the model scales responsibly.

By 2030, India's consumption economy will be faster, more connected, environmentally conscious, and based on access rather than ownership. The question that remains: if people no longer own what they consume, who really controls the flow of India's economy - and at what cost?

The Great Convergence: India's Path to 2030

India is perched on the precipice of a dramatic economic transformation. Already the world's fifth-largest economy, its trajectory towards

2030 points to a significantly larger and more dynamic consumption story. While several factors will contribute, a powerful convergence of three specific drivers, urbanisation, technology, and sustainability, will reshape how India consumes, what it consumes, and where it consumes.

The Urban Imperative

India is experiencing a historic wave of urbanisation. According to the McKinsey Global Institute, over 500 million people, more than the population of Western Europe, will be living in India's cities by 2030 (McKinsey Global Institute, 2023). This mass migration to urban centers is a potent catalyst for consumption. Urban areas, with their concentrated economic activity, offer better jobs and higher incomes. This translates directly into greater purchasing power.



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The Digital Accelerator

Technology is democratising consumption and rewriting the rules of engagement for businesses across India. With over 800 million internet users as of 2023, India boasts one of the largest and most digital-savvy populations in the world (Statista, 2023). This widespread digital adoption is fostering a vibrant e-commerce ecosystem, transforming how consumers discover, evaluate, and purchase goods.

Platforms like Flipkart, Amazon India, and numerous D2C (direct-to-consumer) brands are leveraging digital connectivity to reach beyond metropolitan areas and tap into the burgeoning demand in Tier II and Tier III cities. The ease of online shopping, combined with innovative digital payment systems like UPI (Unified Payments Interface), is removing friction from transactions, further stimulating consumption. Furthermore, technology is empowering consumers through access to information, enabling them to make more informed choices and demanding greater transparency from brands.



The Sustainable Mindset Shift

Perhaps the most significant and rapidly evolving driver is the growing emphasis on sustainability. While affordability remains paramount for many Indian consumers, there's a distinct shift in preferences, particularly among the urban youth, towards more environmentally and socially responsible products and services. This is not just a passing trend; it's a fundamental shift in consumer mindset driven by increasing awareness of climate change and environmental degradation.

Consumers are increasingly scrutinising brands for their environmental footprint, ethical sourcing practices, and social impact. This creates new opportunities for businesses that can offer sustainable solutions, whether it's eco-friendly apparel, organic food products, or energy-efficient appliances. The electric vehicle (EV) sector is a prime example of this trend, with a projected compound annual growth rate (CAGR) exceeding 90% by 2030 (NITI Aayog, 2021).

The adoption of EVs is being propelled not only by government incentives but also by a growing consumer desire to reduce their carbon footprint.

Conclusion

The interplay of these three powerful forces, Urbanisation, Technology, and Sustainability, is crafting a new narrative for India's consumption economy of 2030. It's a narrative defined not just by increased scale but also by greater sophistication and mindfulness. Businesses that can adapt to this evolving landscape, leveraging technology to offer sustainable and personalised solutions, will be the ones that thrive in India's dynamic future. The convergence of these drivers points to a more inclusive, digitally connected, and environmentally conscious consumption story, marking a significant milestone in India's journey towards becoming a leading global economy.

The New Consumption Code: How Urbanisation, Technology & Sustainability Are Shaping India's Economy 2030

Think about your last purchase. Maybe you ordered groceries through a quick-commerce app. Bought clothing from a sustainable fashion brand online, and paid instantly through UPI. Within minutes, a delivery partner arrived at your doorstep. This everyday experience reflects a much larger transformation. India's consumption economy is evolving rapidly, shaped by three powerful forces: urbanization, technology, and sustainability. Together, they are redefining how consumers discover products, make decisions, and interact with brands. By 2030, these drivers will play a critical role in shaping one of the world's most dynamic consumer markets.

The Urban Shift: New Cities, New Consumers

India's consumption growth is no longer limited to metropolitan cities. Increasingly, Tier-2 and Tier-3 cities are becoming important engines of economic activity. Cities like Indore, Surat, Jaipur, and Coimbatore are witnessing rapid development in infrastructure, employment opportunities, and digital connectivity. As incomes rise, consumers in these regions are spending more on lifestyle products, fashion, electronics, and convenience services.



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Technology: The Engine Powering Modern Consumption

Technology has fundamentally transformed India's consumer landscape. Affordable smartphones, inexpensive internet, and digital payment systems have brought millions of people into the digital economy. Innovations such as UPI, e-commerce platforms, and social media marketing have simplified the purchasing process. Consumers can now discover products through influencers, compare reviews online, and complete transactions within seconds.

For businesses, technology enables:

- AI-driven product recommendations
- Personalized marketing campaigns
- Efficient supply chain and logistics management
- Data-driven decision making



Case in Point: Affordable Fashion and Expanding Urban Markets

Looking ahead to 2030, the intersection of urban growth, digital innovation, and sustainability will further reshape the consumer landscape.

Future trends may include:

- Predictive commerce powered by artificial intelligence
- Smart city ecosystems supporting integrated retail experiences
- Circular economy models promoting reuse and recycling
- Greater transparency in sustainable supply chains.

Conclusion

Ultimately, the Indian consumer of the future will be digitally empowered, environmentally conscious, and highly aspirational. Brands that successfully align with these evolving expectations will not only capture market share but also help shape a more sustainable and inclusive consumption economy.

The Future Of Indian Consumption

India's consumption economy is undergoing a major transformation driven by three powerful forces: urbanization,

technology and sustainability. As India moves toward 2030, these factors are reshaping consumer behavior, business strategies, and the overall economic landscape. Together, they are creating new opportunities for companies while also encouraging responsible and inclusive growth.

Urbanization is one of the biggest drivers of consumption in India. According to the United Nations, nearly 40% of India's population is expected to live in urban areas by 2030. Rapid growth of cities is increasing demand for housing, transportation, food services, retail, and entertainment. Urban consumers generally have higher disposable income, better access to infrastructure, and greater exposure to global trends.



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Technology as an important Factor

Technology is another key factor accelerating India's consumption economy. The rise of smartphones, affordable internet, and digital platforms has changed the way people shop, communicate, and make financial decisions. India's digital ecosystem, including UPI payments, e-commerce platforms, and social media marketing, has made purchasing easier and faster. Consumers today can explore products online, compare prices, read reviews, and make instant payments within seconds. Technologies such as artificial intelligence, data analytics, and personalization tools are also helping businesses understand consumer preferences better and deliver targeted experiences. As a result, digital transformation is not only improving convenience but also boosting consumer spending across sectors. Sustainability is emerging as a critical influence on purchasing decisions. Today's consumers, especially younger generations, are becoming more environmentally and socially conscious. They prefer brands that adopt eco-friendly practices, ethical sourcing, and sustainable packaging.





In the long run, sustainability is not only beneficial for the environment but also helps brands build trust, loyalty, and long-term value. The intersection of urbanisation, technology, and sustainability is shaping the future of India's consumption economy. Urban consumers are digitally connected and increasingly aware of environmental issues, which encourages businesses to innovate responsibly. Companies that combine digital convenience with sustainable practices will be better positioned to succeed in this evolving market.

Conclusion

India's journey toward a \$5 trillion economy will be strongly supported by these three drivers. Urban expansion will create larger markets, technological advancement will improve accessibility and efficiency, and sustainability will ensure responsible growth. Together, they will redefine consumption patterns and create a more dynamic, inclusive, and sustainable economy for India by 2030.

The Need for Indigenous AI in India's AI Economy

Today dozens of AI systems promise voice search

instant translation, and automated services.

Yet these headline models often assume English fluency, steady broadband, and abundant cloud compute - conditions millions of Indians navigating a rapidly urbanising economy do not always enjoy. As towns swell into secondary cities and informal markets digitise, the mismatch between global AI capability and local accessibility becomes a policy problem, not just a technical curiosity.

That problem has an elegant solution: build AI to fit the context. Indigenous AI means multilingual models trained on code-mixed speech, optimized for low-latency edge inference, and deployed on sovereign infrastructure that respects data governance and energy boundaries. Call this idea indigenous sustainable digital infrastructure - intelligence designed to scale where people live, in languages they use, and without bulldozing the grid.



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Urbanisation is the amplifier. Dense urban and peri-urban clusters provide the logistics, payment rails and demand concentration that turn an AI prompt into a purchase, an insurance claim, or a school enrolment. A multilingual, low-footprint assistant on an edge device can convert latent demand into formal transactions: a shopkeeper checks supply prices in her dialect; a farmer compares mandi quotes; a micro-entrepreneur completes digital KYC and accesses credit. That conversion of information into bargaining power and income is the production function for broader, distributed consumption by 2030.





Enter Sarvam AI. Its stack - multilingual models, speech systems, vision for local scripts, and edge variants - exemplifies design choices that matter: context, efficiency, and deployability. Sarvam is not the point; it is a case study showing how design ethics (language first, energy second, sovereignty third) rewire market access. But technology alone will not guarantee sustainability.

There is a paradox: lower friction increases transaction velocity. More discovery → more orders → more parcels and packaging. Efficiency per interaction can be overwhelmed by aggregate throughput. The test for success is systems integration: pair performance-per-joule procurement standards and renewable-backed sovereign compute with consolidated last-mile logistics, reusable-packaging pilots, and district-level service hubs. Only then will AI-driven inclusion avoid turning into an ecological headache.

Make it measurable. By 2030, success should show as rising district-level digital participation, narrower price dispersion for staples (a proxy for information symmetry), income gains among AI-assisted micro-entrepreneurs, and certified performance energy metrics for sovereign AI hubs. Policymakers should require independent bias and safety audits, fund dialect annotation programs, and tie public AI funding to renewable power commitments under national initiatives such as the India AI Mission.

This is not romanticism. It is moral and economic clarity: technology that gates opportunity by language or geography is a barrier; technology that removes that gate becomes infrastructure for justice. If India chooses indigenous, sustainable digital infrastructure, intelligence will stop being a luxury of a few and become the scaffold for shared prosperity.

INDIA 2030: The New Consumption Engine

India is waking up to a new consumer dawn. By 2030, urban streets, smartphone screens and climate-conscious choices will combine to create a consumer market unlike anything India has seen before. Rising incomes and swelling cities will expand who can buy; digital tools will change how they buy; and sustainability will shape what they choose.

Cities as marketplaces, Cities are where money meets desire. As millions move into metros and thousands of smaller towns, demand for homes, transport, entertainment, and everyday conveniences surges. Tier-II and Tier-III towns are fast becoming hotspots, with better roads, credit, and retail options bringing modern shopping to new pockets of India.



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Digital Heartbeat: The Tech Revolution Behind India's Consumption Boom

Commerce on the move

Smartphones and cheap data have turned phones into storefronts. With hundreds of millions online, consumers can browse, compare, and buy from anywhere and pay instantly using mobile wallets and UPI. E-commerce and app-based services are no longer luxuries; they are routine. Young buyers, especially millennials and Gen-Z, prize speed and personalisation, pushing brands to offer faster delivery, tailored experiences, and seamless returns

Green is the New Premium: How Sustainability is Redefining Consumer Value

Sustainability has moved from niche to mainstream. Buyers increasingly care about energy efficiency, durability, and environmental cost. Policy pushes for renewables, green manufacturing and electric mobility are nudging markets toward cleaner products from efficient appliances to rooftop solar and electric two-wheelers. "Green" is becoming part of the value equation.





What this means for business and policy

The confluence of cities, screens, and sustainability creates both opportunity and complexity. Brands that win will combine digital scale with local understanding, speaking regional languages, offering familiar price points, and solving last-mile logistics. Sustainability can be a differentiator, but it must be affordable and verifiable. Policymakers should focus on urban infrastructure, digital inclusion, and incentives that lower the cost of green options.

A decade of choices

India's consumer market in 2030 will be large and layered: more buyers, richer digital interactions, and stronger demand for sustainable goods. The decade ahead rewards those who design products for real lives, affordable, convenient, and planet-friendly. The next wave won't be about selling more; it will be about selling smarter, building trust, and delivering lasting value.

The Triple Engine: Urbanisation, Tech & Green Thinking, Powering India's Consumer Economy

Walk through any mid-sized Indian city today be it Surat, Indore, or Pune and something feels different.

New buildings are coming up fast. A young professional pays for chai through her phone. The shop next door just switched to LED lighting to cut electricity bills. These are small moments, but together they tell a big story: India's consumer economy is being powered by three strong forces: rapid city growth, fast-spreading technology, and a rising care for the environment.

Engine 1: Indian Cities Are Growing Fast.

More and more Indians are moving to cities every year. In 2023, about 36% of India's population lived in urban areas. By 2030, that number is expected to cross 40%; that's nearly 600 million city dwellers (World Bank, 2024; UN, 2023). To put it simply: India is adding the population of a small country to its cities every few years.



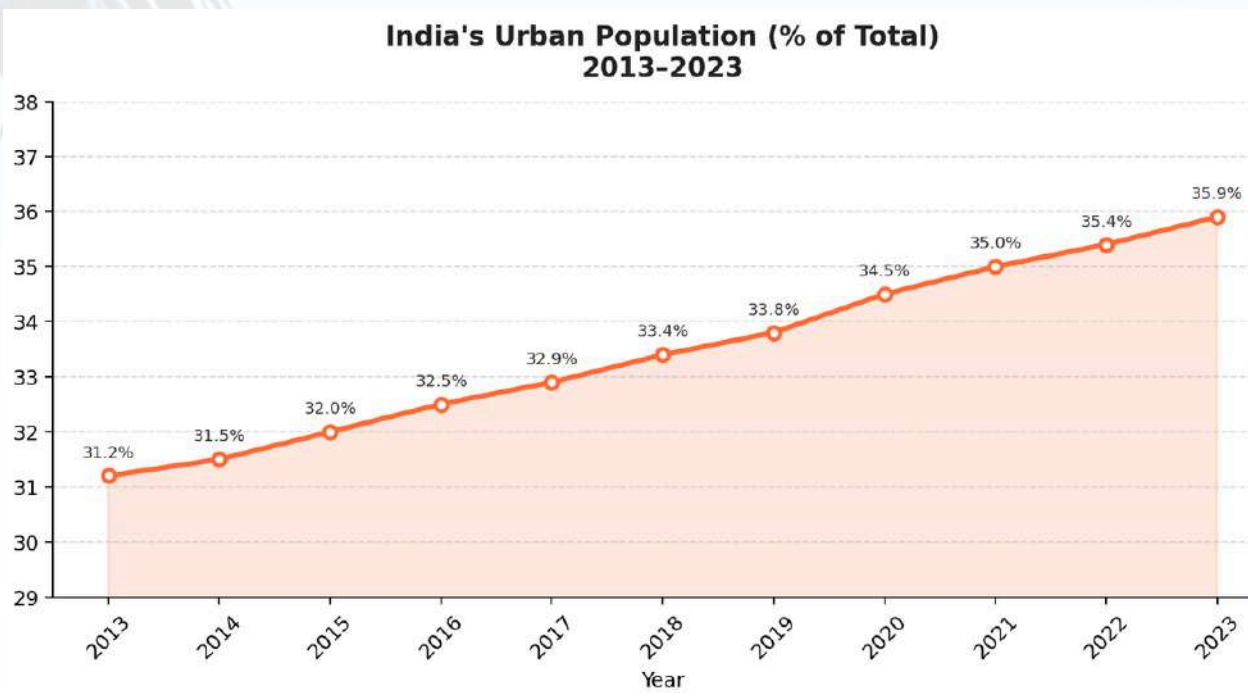
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Engine 2: Technology Is Changing How India Buys

Technology is like fuel for this growing market. India now has 895 million internet users, and that number is climbing every day. Smartphones are no longer a luxury item; they are how people shop, pay bills, and discover new products (IBEF, 2025).

The UPI (Unified Payments Interface) is perhaps the clearest example of this shift. In FY2023–24, UPI processed over 14,726 crore transactions. What does that mean in simple terms? It means a vegetable vendor in Lucknow, a tailor in Coimbatore, and a student in Bhopal are all part of the same digital economy.

E-commerce has also exploded beyond metro cities. Small towns across India are now buying, selling, and returning products online creating demand where none existed before (Deloitte, 2025).



Source: World Bank, World Development Indicators (2024)

Engine 3: Going Green Is No Longer Just a Trend

A few years ago, “sustainability” was a word mostly used in boardrooms. Today, it is showing up in shopping carts. More Indian consumers, especially younger ones, are choosing products that are better for the planet. Electric scooters, solar panels on rooftops, chemical-free skincare, and energy-saving appliances are all selling faster than before.

India’s green technology market was worth USD 837 million in 2024. By 2033, it is expected to reach USD 8,603 million, growing at over 27% per year (IMARC Group, 2025). The government is pushing this forward too, with its “Panchamrit targets” committing to 500 GW of non-fossil energy, 50% energy from renewables, and net zero by 2070. Consumers and policies are moving in the same direction, which is a rare and powerful combination.

When Three Engines Run Together

On their own, each of these forces is impressive. But what makes India’s story truly exciting is that all three are happening at the same time. Cities are growing and creating new consumers. Technology is connecting those consumers to a huge marketplace, and green thinking is shaping what they want to buy.

India’s consumer spending already makes up about 61.4% of its total economy (Deloitte, 2025). The shift happening now from local and unorganised to branded and online, from “whatever is available” to “what is sustainable,” is not a short-term trend. It is a structural change that will define India’s economic story for the next two decades.

India's triple engine is not just running; it is picking up speed, and the journey ahead looks more promising than ever.

Quick Commerce and the Rise of Instant Consumption in Urban India

Over the last few years, a new trend has quietly re-shaped the way urban Indians shop: quick commerce.

The promise of groceries, snacks, and daily essentials delivered within minutes has transformed consumer expectations. What began as a convenience is now becoming a defining feature of India's urban consumption economy.

Quick commerce platforms such as Zepto, Blinkit, Swiggy, and Instamart are built around speed. Instead of delivering products from large warehouses located far from customers, these companies operate through small storage facilities known as "dark stores" located within cities. This system allows deliveries to reach customers within 10 to 20 minutes. For urban consumers living fast-paced lives, this convenience is extremely appealing. Instead of planning weekly shopping trips, consumers can now order products whenever they need them.



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Technology is the backbone that makes this model possible. Sophisticated algorithms help platforms predict demand, manage inventory, and optimize delivery routes. Data analytics allows companies to understand what customers are likely to order at different times of the day. Artificial intelligence also helps these platforms manage thousands of orders simultaneously while ensuring deliveries remain fast and efficient. In addition, India's digital payment infrastructure has made it easier for customers to place orders with just a few taps on their smartphones.

However, the rise of quick commerce also brings important sustainability questions. Faster delivery often means more vehicles on the road and increased packaging waste. Recognizing this challenge, many companies are experimenting with electric delivery vehicles, optimised delivery routes, and recyclable packaging materials. Some platforms are also redesigning their supply chains to reduce waste and improve efficiency.



Urbanization, Technology & Sustainability: Drivers of India's Consumption Economy 2030



These steps highlight how technology and sustainability must work together as India's consumption economy grows. Quick commerce represents more than just faster grocery delivery. It reflects a deeper shift in consumer behaviour. Modern urban consumers increasingly value convenience, speed, and personalisation. Businesses that can meet these expectations while maintaining sustainable practices are likely to succeed in the evolving market.

Conclusion

As India moves toward 2030, quick commerce may become an integral part of everyday urban life. The combination of urban expansion, technological innovation, and sustainability initiatives will determine how this sector evolves. If managed responsibly, quick commerce could become a powerful example of how modern technology can reshape consumption while adapting to the demands of a rapidly changing society.

Transforming Consumption in India by 2030: The Impact of Urbanisation, Technology, and Sustainability

The Indian consumption economy is at the evolutionary stage. India has witnessed rapid urbanisation,

significant technological advancements, and a rise in sustainable consumption over the last decade. The above three factors have revolutionised consumption behaviour, spending, and brand interactions in India. India is moving towards 2030, and urbanisation, technology, and sustainability are expected to become the three factors that will drive the consumption economy in India.

One of the major factors that is driving India's evolving consumption economy is urbanisation. Cities have always played an important role in India's growth story. However, in today's context, the role of cities cannot be restricted to metropolitan cities only. With the rise in infrastructure, connectivity, and employment opportunities, small cities are becoming major drivers of consumption economies. According to the World Bank, India's urban population will rise to 600 million by 2030. This has resulted in the rise of India's urban middle class, which has higher spending power.



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As people migrate to cities in search of employment opportunities, the demand for housing, shopping, and lifestyle experiences will always be there. Cities subject consumers to brands, hence increasing their consumption levels. In addition to this, technology has also emerged as one of the key facilitators of the consumption economy in India. The rapid uptake of technology, like the use of technology through gadgets like smartphones and the internet, has helped bring consumers on board. The emergence of shopping portals like Amazon and Flipkart has helped enhance the accessibility of products and services to consumers. Furthermore, the use of technology, for instance, Google Pay, has made the process of transactions easier for the consumer. Technology has revolutionised the way businesses deal with their consumers. Technology is helping businesses to know consumer behavior and taste. This will enable businesses to develop a highly personal marketing campaign. As the network of digital connectivity grows, technology will be key in dictating the future course of consumption.





However, with the increase in economic growth, there is an emphasis that is being put on sustainability as well. There is an increase in environmental awareness, and this is slowly changing the way in which consumers make their purchasing decisions. There is an increase in the concerns that consumers have about the impact of climate change, the depletion of resources, and the degradation of the environment. This is slowly changing the way in which consumers think about the products they purchase and the impact that they have on the environment.

There is an increase in consumers who are looking for brands that promote sustainability. The mindset of consumers is slowly changing, and this is changing the way in which businesses are looking at sustainability as well.

Smart Cities Mission is also contributing to the sustainable development of the cities of the country. This shift in the behaviour of consumers can be related to the fact that consumers are now giving the same importance to sustainability as they are to convenience and price. Thus, it may be concluded that the combination of urbanisation, technology, and sustainability is revolutionising the consumption pattern in India. With urbanisation, technology, and sustainability, India is moving towards the development of an inclusive consumption economy. The consumer in India is going to be more digital, sustainable, and aspirational than ever in the year 2030.

This will not only revolutionise the consumption pattern in India but also the way business is developed in this new marketplace.

India's Changing Consumption Landscape: A Look Ahead

Imagine a warm evening in Mumbai. A young professional finishes work and, with just a few taps on a grocery app, has groceries,

snacks, and a refreshing drink delivered to his doorstep. In Jaipur, a family explores new fashion brands at a bustling shopping mall over the weekend. Meanwhile, in Bengaluru, a commuter rents an electric scooter using a smartphone app, conscious of reducing carbon emissions. These scenarios highlight a significant evolution in India's economic interactions and consumption habits. Experts predict that the next decade will see India emerge as one of the world's leading consumer markets, with spending likely to surpass \$4 trillion by 2030. This shift is driven by urban expansion, digital advancements, and a growing focus on sustainability, all of which are reshaping the market's dynamics.

Urbanisation has long been a catalyst for economic change. As people move to cities, they often enjoy higher incomes and altered spending habits. India is currently experiencing a massive urban migration, with millions relocating each year for better education, job opportunities, and living conditions. These cities are becoming bustling hubs of consumer activity. While mega cities like Delhi, Mumbai, and Bengaluru remain pivotal, smaller cities are quickly catching up. Places like Surat, Indore, and Lucknow are transforming into vibrant consumer centers.



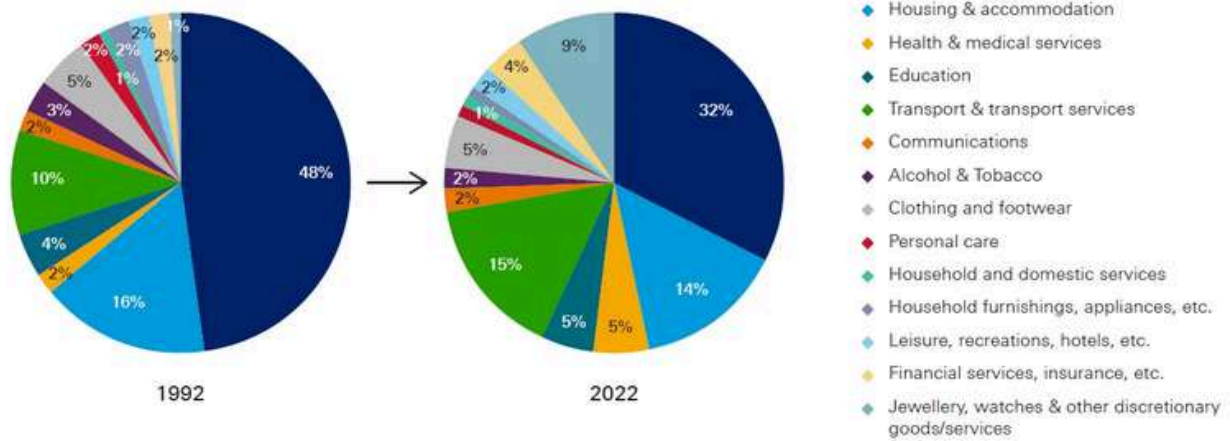
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New malls, multiplexes, luxury housing, and retail chains are emerging, bringing products and experiences that were once exclusive to larger cities. This urban shift is also giving rise to a new group: the aspirational middle class. These young, ambitious, and tech-savvy individuals are drawn to brands and lifestyle products. Their spending on travel, entertainment, and premium experiences marks a significant change in consumer behavior. While urban growth expands the consumer base, technology is changing how consumers interact with the market. Over the past decade, India has developed a robust digital ecosystem. Affordable smartphones and low-cost data have connected millions to online platforms. E-commerce giants like Amazon and Flipkart have revolutionised retail, offering a vast array of products at the click of a button. Platforms like Nykaa show how digital-first brands can foster strong consumer communities. Quick-commerce services like Zepto and Swiggy have set new standards for convenience and speed.



India's Spending Patterns



As consumption grows, Indian consumers are becoming more environmentally conscious. Concerns about climate change and ecological impact resonate deeply with younger generations, who increasingly seek products that reflect ethical and ecological responsibility. This shift is evident across various sectors. Electric vehicles, like the Tata Nexon EV, are gaining popularity. Fashion brands are embracing eco-friendly materials and sustainable supply chains. Food companies are considering recyclable packaging and plant-based options.

Government initiatives, such as Digital India and Make in India, promote sustainable development by encouraging innovation and environmental accountability. Consumers now look for brands that offer quality along with environmental stewardship.

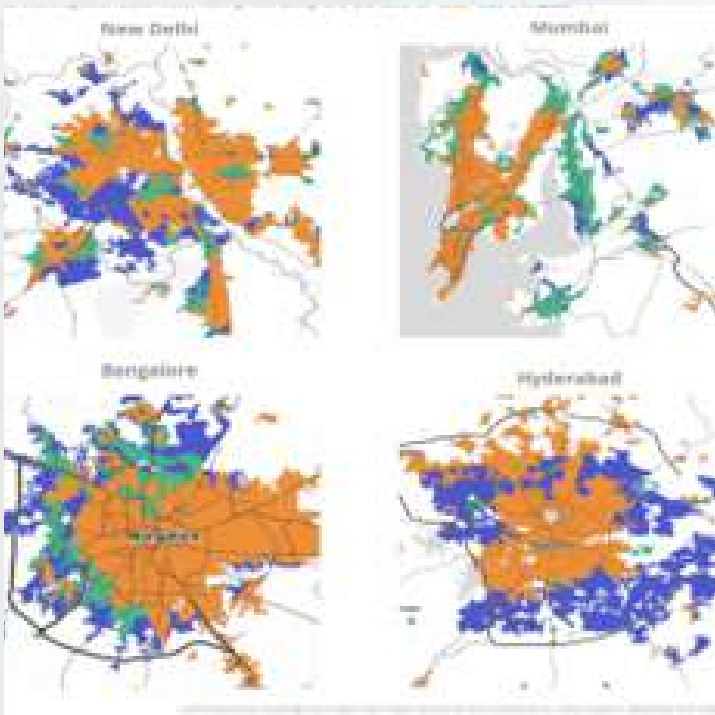
Driving these changes is India's demographic advantage. With one of the youngest populations globally, a significant portion under 35 is entering the workforce, earning more, and forming new households. This young demographic, along with a rapidly growing middle class, is shifting spending from essentials to discretionary purchases, boosting sectors like travel, education, and lifestyle products. India is on the brink of a significant economic transformation. Expanding urban areas, digital technology, and a focus on sustainability are paving the way for an unprecedented consumption boom. By 2030, India will not only be a populous nation but one with empowered and discerning consumers. This economic rise will be reflected in everyday consumer choices, shaping the future of India's consumer economy.

INDIA 2030: A Nation on the Move

India's economy is expected to grow rapidly over the next few years, and one of the biggest reasons behind this growth will be

how much people in the country spend on goods and services. By 2030, consumer spending in India is expected to reach about USD 4.3 trillion, compared to about USD 2.4 trillion in 2024. In simple terms, this means Indians will be buying a lot more products and services than they do today. Three main factors will drive this change: more people moving to cities, rapid growth in technology, and increasing focus on sustainability.

First, urbanisation, or the movement of people from villages to cities, will play a major role. Today, about 35% of India's population lives in cities, but by 2030 this is expected to increase to around 38%. As cities grow, more people will get access to better jobs, education, healthcare, and infrastructure. This leads to higher incomes and improved lifestyles.



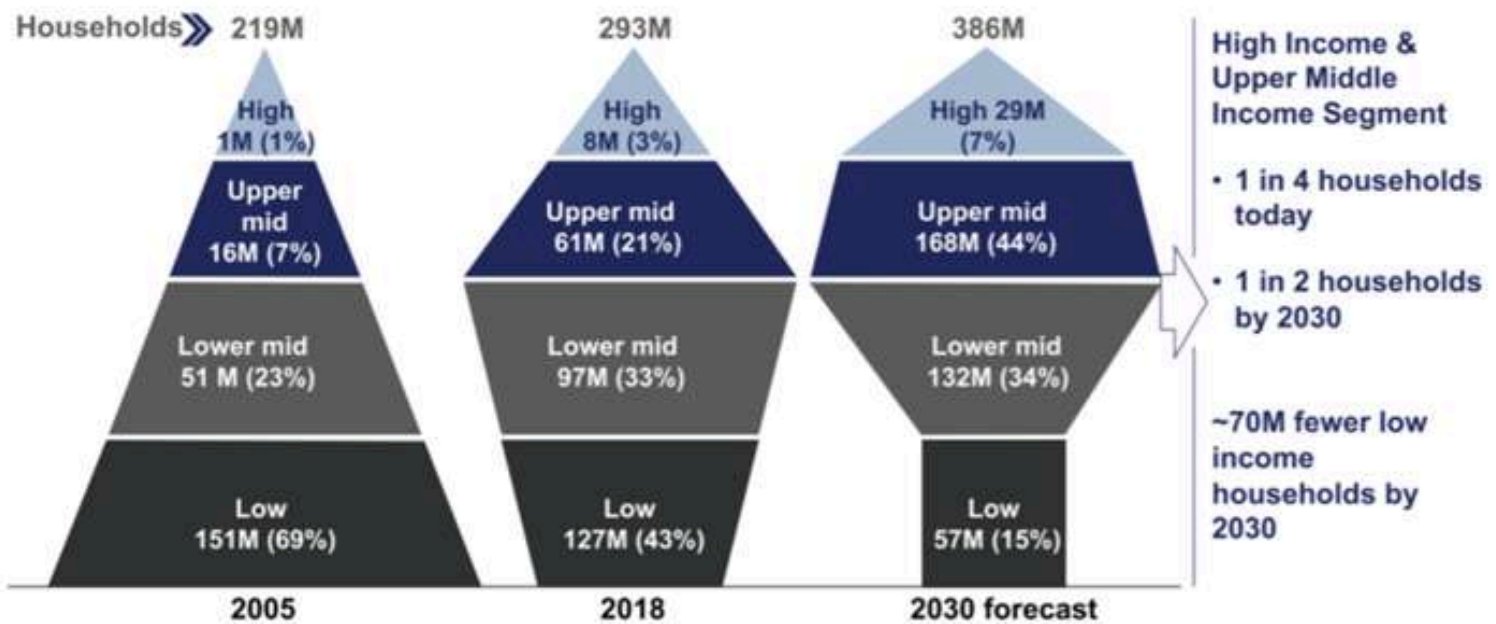
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Because of this, the urban middle class will grow significantly, and it is expected that around 80% of households in cities will belong to the middle class. These households will account for about 75% of India's consumer spending. When people earn more, they naturally spend more on better housing, home appliances, healthcare, education, entertainment, and travel. Around 140 million households are expected to enter the middle class, which will further increase demand for both essential items and lifestyle products.

The second big driver is technology, which is making spending easier and faster. Digital payments have become extremely common in India, especially through Unified Payments Interface (UPI). Today, millions of people use their smartphones to pay for groceries, taxis, food delivery, and online shopping within seconds. The number of digital transactions is expected to grow massively in the next few years. By 2030, UPI transactions may reach 617 billion per year, compared to around 206 billion today. This shows how comfortable people have become with digital payments. With over 491 million users and 65 million merchants, UPI has made it easier for even small shops and businesses to accept online payments.



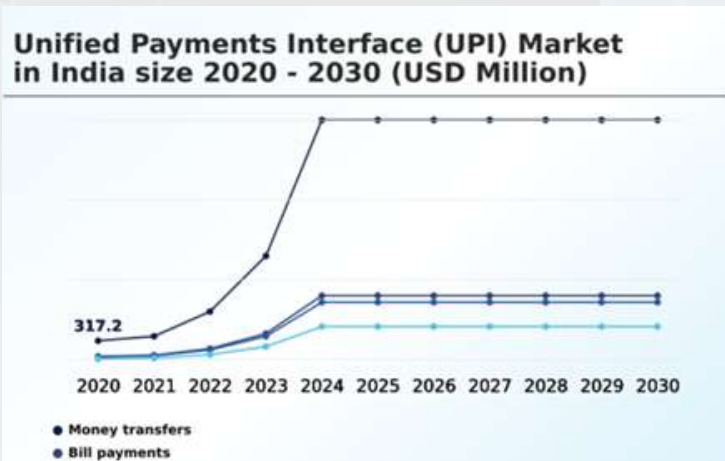
Note: Low income: <\$4,000, Lower-mid: \$4,000-8,500, Upper-mid: \$8,500-40,000, High income: >\$40,000 basis income per household in real terms; Projections with annual GDP growth assumed at 7.5%
Source: PRICE Projections based on ICE 360° Surveys (2014, 2016, 2018)

Technology is also changing how people live at home. Smart appliances, AI-based apps, and connected devices are becoming more common. Many urban households are now buying smart TVs, automated lighting, security systems, and other modern electronics. These technologies make life more convenient and also encourage people to spend on premium products.

The third important factor shaping India's consumption future is sustainability, which means caring for the environment while growing the economy. Both the government and consumers are becoming more aware of climate change and environmental issues. India has set important goals such as achieving net-zero carbon emissions by 2070 and increasing the use of renewable energy.

Because of this shift, more people are choosing energy-efficient appliances, electric vehicles, eco-friendly packaging, and sustainable building materials. For example, the market for building materials alone is expected to grow significantly as cities expand and more environmentally friendly construction methods are used. Companies that focus on greener products and lower carbon footprints will likely attract more customers in the future.

All three of these forces urbanization, technology and sustainability work together. People living in cities are usually more connected to technology and more aware of environmental issues. With digital payments and online platforms, they can easily buy products that match their lifestyle and values. All three of these forces urbanisation, technology, and sustainability work together. People living in cities are usually more connected to technology and more aware of environmental issues. With digital payments and online platforms, they can easily buy products that match their lifestyle and values.



Not Just Expanding, But Evolving: India's Consumption Story Toward 2030

India's journey toward becoming a consumption-driven economy is picking up pace, and the changes are visible not just in metros but across the country. As we approach 2030, three forces urbanisation, technology, and sustainability are steadily influencing how people live, what they value, and how they spend. Urbanisation in India is now more than just the expansion of major cities. A significant transformation is occurring in smaller towns and cities, where increased incomes and enhanced infrastructure are creating new opportunities. These areas are experiencing heightened demand for improved housing, upgraded lifestyles, and access to high-quality products. What is particularly noteworthy is the shift in attitude; consumers in these regions are now more confident; they are knowledgeable, aspirational, and eager to explore. This growth in demand outside of metropolitan areas is enriching India's consumption narrative. Technology has significantly contributed to this transformation. In recent years, the rise of smartphones and low-cost internet has connected millions of individuals online. This development has facilitated the ability for consumers to find products, evaluate alternatives, and complete purchases without being constrained by location.



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In recent years, the rise of smartphones and low-cost internet has connected millions of individuals online. This development has facilitated the ability for consumers to find products, evaluate alternatives, and complete purchases without being constrained by location. The advent of digital payment systems and e-commerce platforms has streamlined this process, making transactions quicker and more user-friendly. Moreover, technology has increased consumer awareness. Reviews, ratings, and conversations on social media often impact choices more than conventional advertising.

In conjunction with these transformations, sustainability is gradually becoming a topic of regular discussions. Although it may not yet be the main consideration for every purchase, there is a rising awareness of environmental and social issues. Several consumers, particularly younger individuals, are starting to inquire about the origins of products, their manufacturing processes, and their overall impact. This has prompted brands to re-evaluate their practices and express their values more transparently. As awareness continues to increase, this trend is expected to strengthen over time.



What makes this phase compelling is the interaction among these three elements. Urbanisation is generating new demands, technology is facilitating access, and sustainability is guiding choices. Together, these factors are forging a consumer who seeks not only convenience but also significance and value.

Looking forward, India's consumption economy will probably be characterised by this equilibrium.

Growth is expected to persist, but it will be paired with increased awareness and more intentional decision-making. Companies that grasp this transition and adjust accordingly will be in a stronger position to engage with the upcoming generation of consumers.

In many ways, India is moving toward a more mature consumption ecosystem one that is not just expanding, but also evolving.

Team
MARK



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