

Did You Know: Small-Town Consumers Are Driving India's Revival

The impact on lifestyle is much less in small towns...

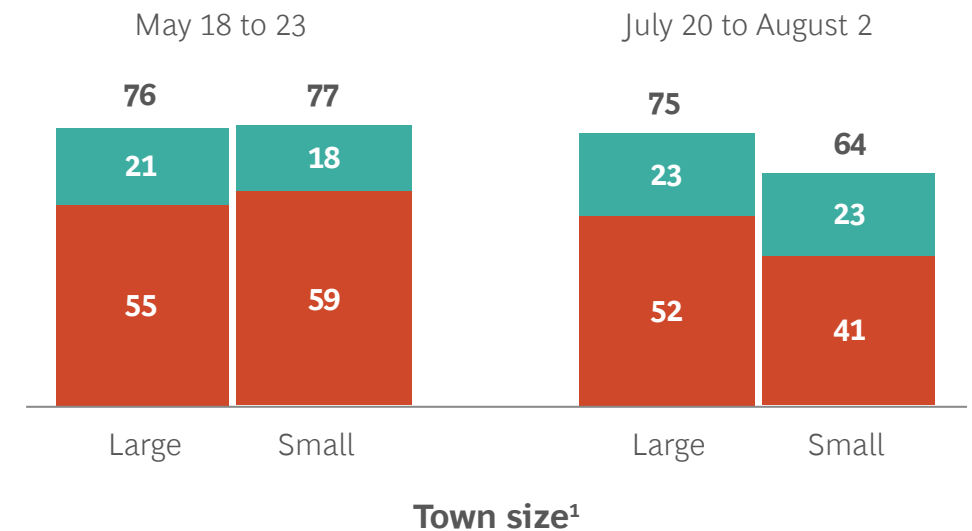
Consumers who have done the activity in the past month (%)

Types of activity



...Driving stronger income expectations in the next six months

Consumers who expect their income to increase or decrease (%)



■ Same level as pre-COVID-19 ■ Lower level than pre-COVID-19

■ Expect higher income than pre-COVID-19 (%) ■ Expect lower income than pre-COVID-19 (%)

Sources: BCG COVID-19 Consumer Sentiment Survey, May 18 to 23, 2020; July 20 to August 2, 2020 (N = 3,276 and N = 3,000, respectively).

Note: Questions were "Which of the following activities have you done in the past month?" and "How do you expect your overall household income to change in the next 6 months compared with before COVID-19?"

¹Town classification is based on population: large towns = population of more than 1 million, small towns = population of 50 thousand to 1 million; representative of all urban India.