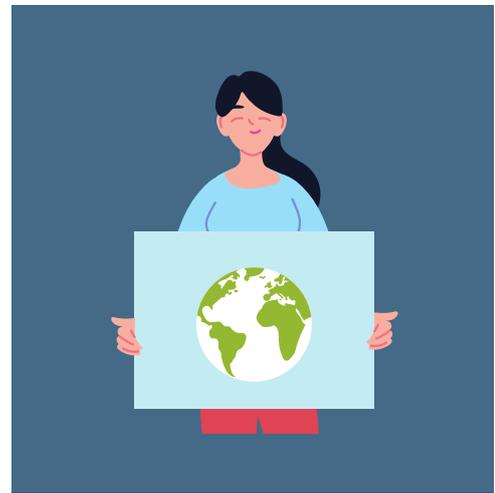
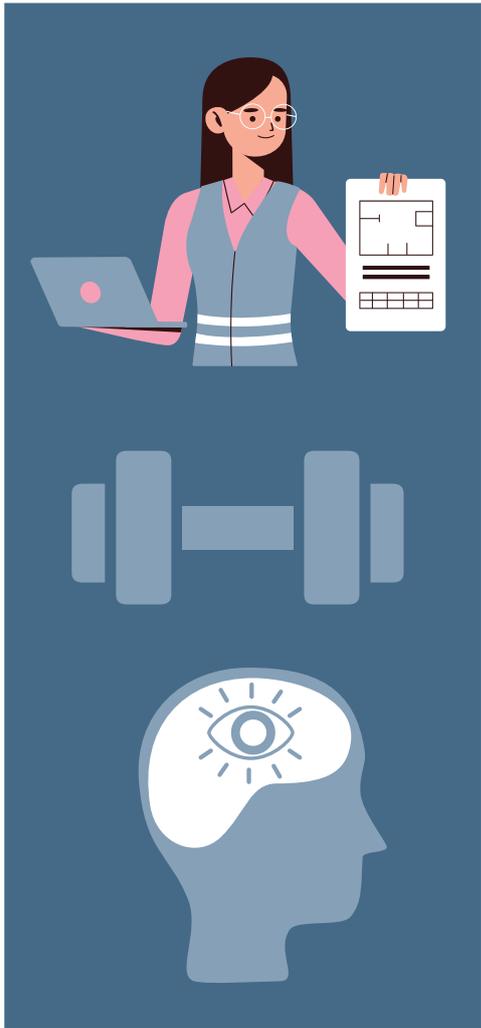
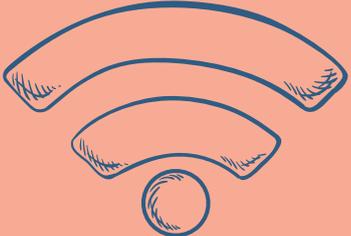




# TRENDS TO HELP BRANDS STAY AHEAD OF WHAT'S HAPPENING IN INDIA



**BRINGS YOU THE CONVERSATIONS THAT ARE TRENDING AND WHAT MARKETERS NEED TO KEEP AN EYE ON, CURATING FROM THE VARIOUS RESOURCES**



**SOURCE: TWITTER TRENDS WITH INPUTS FROM RED LAB**

REDIFFUSION'S SPECIALIZED CONSUMER RESEARCH AND ANALYSIS WING, REDIFFUSION CONSUMER LAB (RED LAB) IS PROUD TO SHARE THIS RESEARCH WITH YOU.

RED LAB SPECIALIZES IN CONSUMER UNDERSTANDING, CONSUMER BEHAVIOUR, AND TREND SPOTTING TO COME UP WITH ACTIONABLE BUSINESS INTELLIGENCE WHICH CAN LEAD TO BRAND SOLUTIONS.

**THE WORLD IS CHANGING FAST.**

**BUT HOW FAST?**

**AND WHERE IS IT ALL GOING?**

**DISCOVER**

**WHAT'S HAPPENING IN INDIA**

**THROUGH THE**

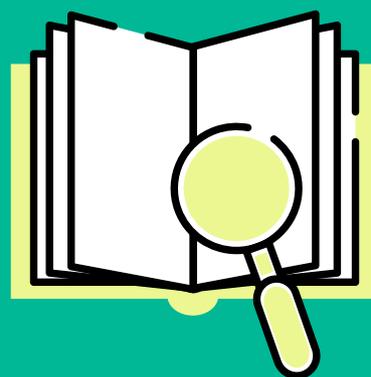
**FOLLOWING TRENDS**

**AND KNOW MORE ABOUT HOW**

**BRANDS**

**ARE LEADING OR**

**PIGGYBACKING ON IT.**



THE TOPIC COVERED IN THIS REPORT IS **WELLBEING**. IN THE REPORTS THAT FOLLOW, TOPICS LIKE **CREATOR CULTURE, EVERYDAY WONDER, ONE PLANET, TECH LIFE, AND MY IDENTITY** WILL BE COVERED.

# Wellbeing

*Prioritizing self-care for ourselves and each other*

Gone are the days of just getting by. Collectively, we've moved past the idea of 'wellness' just being a buzzword, instead, we are digging deep into what personal health and wellbeing look like on a day-to-day basis.



More than physical appearance, focus on mental wellbeing. Life will be more fulfilling. [#Mentalhealth](#) [@BPRDIndia](#)

11:23 AM · Sep 10, 2020 from Amer, India · Twitter for iPhone



**Taking care of your health & wellbeing is the highest form of wisdom**



## Evolving trends

Health & Fitness

Mindful fitness

Mental Health Matters

Nurturing our mental health

Source: Twitter Trends'21

# Health & Fitness

## MINDFUL FITNESS



Creating a deep connection between mind and body leads to a holistic well-being. Meditation, yoga, daily workout routines, and diets have gained popularity amongst people looking to build a balanced lifestyle. Prioritizing a healthier mind-body connection can have a deep and lasting impact.

### +103% GROWTH

Conversation around the mind-body connection has accelerated, as more people think about their overall health and fitness.

+80%

conversations around "sleep"

+102%

conversations around "workout"

## Conversations shaping Health & Fitness

1. Mindful exercises
2. Daily workout
3. Adequate sleep

4. Healthy choices
5. Nutritious diet

Source: Twitter Trends'21



The pandemic has led to homebound living with a greater focus on health and fitness. We have seen people moving towards awareness of their bodies, its functioning, and eating healthy.

India has seen a remarkable rise in online Yoga Instructors, Fitness Coaches, and Nutritionists post covid. We saw a shift in the way bloggers/influencers created content. We saw a rise in the usage of apps like **Cultfit, HealthifyMe, Alo Moves, Adidas training** where people opted for online training.

Actors like **Tiger Shroff, Aditya Roy Kapoor** have set up a mini-gym at their homes, **Anil Kapoor** gave everyone transformation goals in the lockdown, and fitness/travel bloggers like Larissa D'Sa started a 4 am club for fitness and mental wellbeing.

Campaigns like **Khud se poocho** (a campaign by and for women to promote accessibility to dignified healthcare), **Fit India Movement** (the Ministry of India has launched the Fit India Thematic Campaign "फिटनेस की डोज़ - आधा घंटा रोज़" to encourage the citizens to include at least 30 minutes of physical activity in their day-to-day lives and make India a fitter and healthier nation) have been launched to make people more active in their day-to-day lives and be mindful of their habits.

Source: Free Press Journal | Indian Express

## STUDY FINDS

FITNESS APPS GREW BY NEARLY 50%  
WORLDWIDE DURING THE FIRST HALF OF 2020

Region	Download Growth
India	157%
MENA	55%
Europe	25%
Asia-Pacific	47%
Rest of the World	43%
Americas	21%

Source: WeForum

# Mental Health Matters

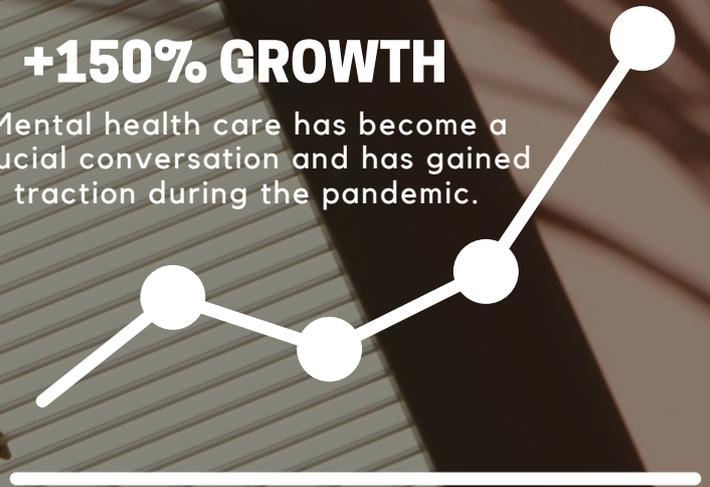
NURTURING OUR MENTAL HEALTH



The ongoing pursuit of happiness is inspiring more honest conversations. Recognizing the need to take care of one's mental health has opened up the dialogue around self-esteem and self-love - empowering people to have frank discussions about their everyday struggles.

**+150% GROWTH**

Mental health care has become a crucial conversation and has gained traction during the pandemic.



SELF  
CARE  
ISN'T  
SELFISH



## Conversations shaping Mental Health Matters

1. Sharing personal struggles
2. Coping strategies
3. Peer support
4. Awareness programs
5. Professional help
6. Family time



Conversations around mental health have evolved ever since the lockdown, with people reaching out to mental health experts for help and guidance in dealing with grief, anxiety, and stress.

There has been an increase in mental health awareness stories and posts on social media to encourage people to speak up or be acquainted with how they are feeling. One could reach out for help and opt for free therapy online through apps and social media pages. Apps like **Wysa, Let's Meditate, Pinky Mind** also help you cope with stress and bring your mind at ease.

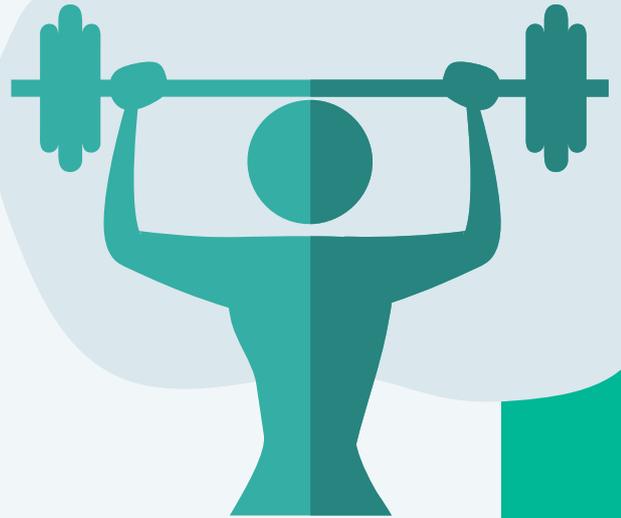
In recent times, we have observed an increase in people sharing stories about their mental health and hardships. Even actors like **Deepika Padukone** came out and spoke about their battle with depression, **Shaheen Bhatt, sister of Alia Bhatt** authored the book **'I've Never Been (Un)Happier** on living with and surviving depression.

Campaigns like **#DobaraPoocho, #NotAshamed, #ItsOkBaatKaro** were launched over the years in India to drive public awareness about mental health and normalize conversations using mediums such as digital, print, outdoor, radio, and television to reach the audiences.

# HOW BRANDS CAN ACT ON WELLBEING



A report by



1



**PEPSICO**

**PepsiCo India** has a program called PepFit aimed to ensure the mental well-being of its employees through self-awareness, self-assessment, and self-care interventions.

2



**BACARDI.**

Bacardi India has started 'Bacardi Assist,' a free counseling program that connects individuals to mental health professionals.

3

The rise in the sale of gadgets like Fitbit watches, Digital Blood Pressure Monitor, Portable Air Purifier also tells us that brands have been making a shift from being sales-driven to being consumer-centric.

Source: Financial Express