



India's Festive Pulse: Unwrapping Shopping Sentiment 2025

By JioStar
Entertainment Ads

Get Ready for **Festive 2025**

#HarGharMeinJashn

with

Jio Star





#HarGharMeinJashn

Celebrations in Every Home, Opportunities on Every Screen



#HarGharMeinJashn with JioStar, is bringing the magic of festivals to every screen and every home. From the sparkle of lights to the joy of togetherness, this is the time when families gather, hearts open – and brands can truly shine. As India gears up for a season of soaring sentiments and spirited spending, **JioStar's powerful blend of TV + OTT ensures your brand is seen, heard and enters every home as a preferred choice across the nation.**

The JioStar Festive Sentiment Survey Report 2025 unpacks the pulse of the season.

From what consumers are planning to buy to how they're planning to celebrate, we've gone behind the scenes of India's most awaited season of joy. This exclusive report is a **treasure trove of insights for marketers** looking to ride the festive wave, craft meaningful connections, and show up where it truly counts.

By tapping into JioStar's extensive reach and innovative advertising solutions, brands engage with this enthusiastic and high-spending audience, ensuring they make the most of the festive season's potential.

Celebrate bigger. Connect deeper. Make this festive season unforgettable with JioStar.

This festive season, let your brand be part of every celebration.



Background

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JioStar conducted this research to:

- Gain insights into consumer plan and behaviours ahead of the upcoming festive season.
- Equip marketers with valuable data to help refine and optimize their media and campaign strategies



Research Methodology

Recent online survey conducted among JioHotstar users

Sample size

8119 respondents



Target audience

Males and females,
18–55 years



01.
Spends and products



04.
Mode of purchase



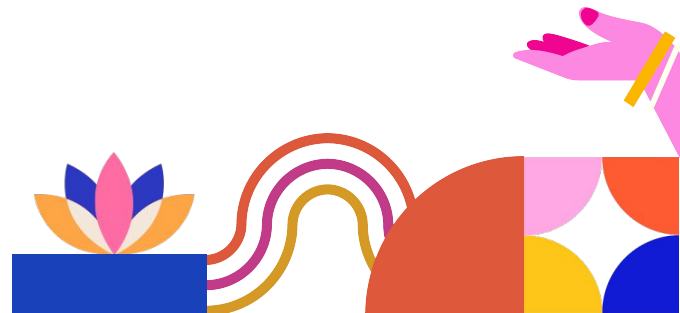
02.
Purpose and planning



05.
Category insights



03.
Pre-purchase touchpoints





01

Spends and products





India's Spending Strength Set to Fuel Festive Sales Boom

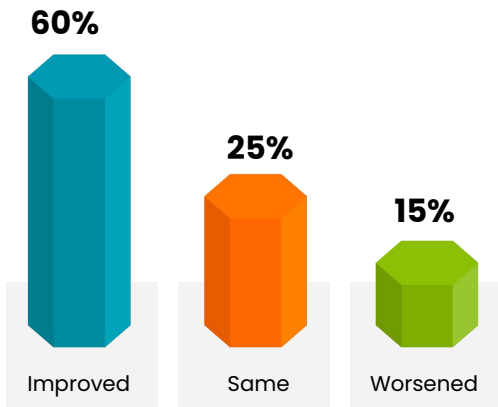
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Spending Capacity ✨

85%

consumers feel that their spending capacity has either improved or at least remained the same compared to a year ago

Q: What would you say about your spending capacity compared to a year ago?
Q: Compared to last year, your spending on shopping during this festive season is expected to...



58%



More

34%



Same

8%



Less

Festive Spends ✨

92%

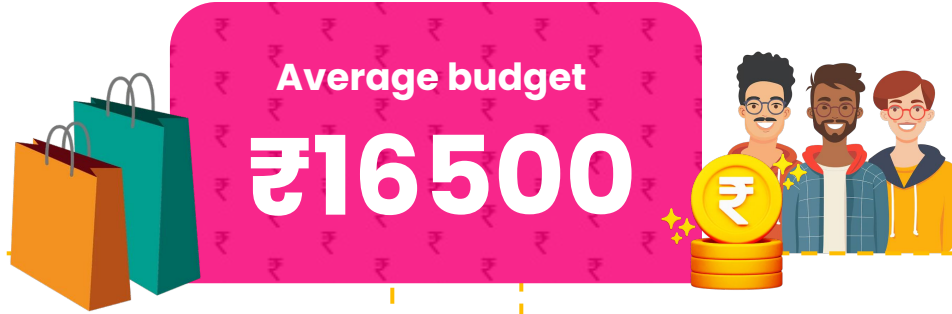
consumers will spend more or nearly same on their festive shopping compared to last year





Majority of Shoppers are increasing their festive budgets

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89% plan to spend upto ₹30,000

11% plan to spend above ₹30,000



₹17,500



₹14,400



Q: How much are you willing to spend in festive shopping?



What's in the Festive Cart?

Fashion, Phones, Gadgets & Getaways

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Top product categories



Apparel and fashion

33

%



Mobile phones

27%



Home Appliances &

Electronics

18%



Holidays & Vacation

18%



1.9

product categories
will be purchased
by consumers on an
average



Women's wishlist is wider, this festive season

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Average no. of categories **1.8**



Mobile phones **32%**



Apparel and Fashion **26%**



Home Appliances and Electronics **20%**



Average no. of categories **2.0**



Apparel and fashion **45%**



Beauty and wellness **27%**



Mobile Phone **20%**

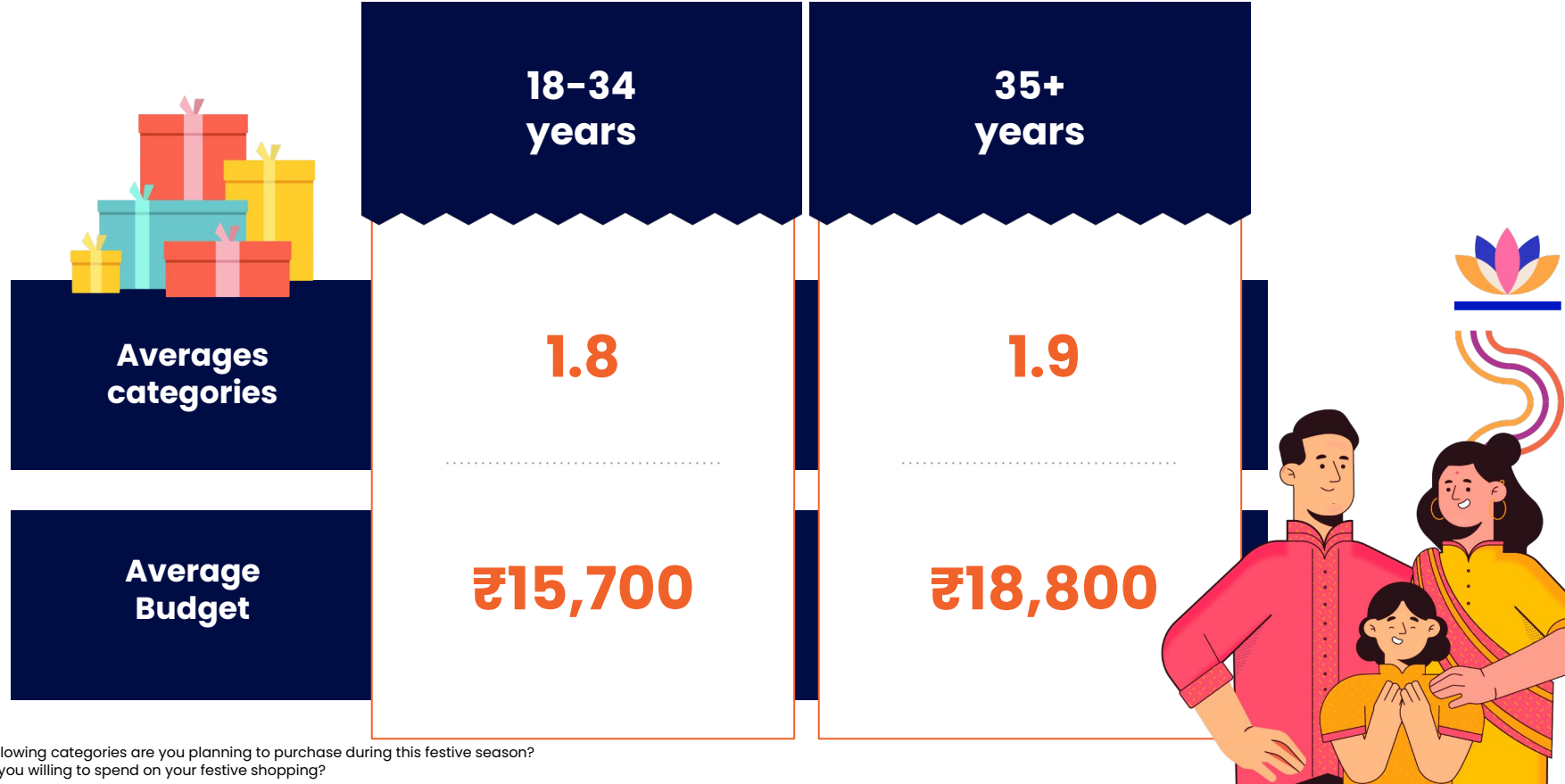
SHOPPING CATEGORIES



Q: Which of the following categories are you planning to purchase during this festive season?



Millennials will spend more compared to Gen Z



02

Purpose and planning





Spends Will Be Higher for Self, Individuals To Also Spend On Purchases For Gifting

Purpose of shopping

For self

88%

For gifting

48%



36% for both for self and gifting

Higher spends on gifting compared to self purchase

	Self	Gifting
Averages categories	1.8	1.9
Average Budget	₹15,700	₹18,800





Majority has not yet decided the brands

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Plan for shopping

Partially planned shoppers

Decided items to buy but not brands

65%

Fully planned shoppers

Decided both items and brands

35%



Q: Which of the following categories are you planning to purchase during this festive season?
Q: How much are you willing to spend on your festive shopping?



03

Pre-purchase touchpoints





Online Ads: The Primary Source of Product Knowledge for Shoppers

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Source of information



Online ads

58%

Online video

30%



Offline ads

46%

TV

25%

Print

18%





Beyond Discounts: Brand and Product Features Drive Key Purchase Decisions

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Purchase factors

■ Discounts	40%
■ Brand	32%
■ Product features	30%
■ Cashback offers	27%
■ Customer experience	24%
■ Loyalty points	17%
■ Attractive EMIs	14%

Discounts more important among females (44%) and millennials (49%)



04

Purchase and payment





Comparable excitement for online and Offline Purchases

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Place of purchase



Online

52%



Offline

48%

SPECIAL
OFFER





Cashless payments continue to lead over cash

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Place of purchase



Cashless

61%

UPI and Mobile Wallets

33%

Credit Card

14%

Debit Card

7%

EMI

3%

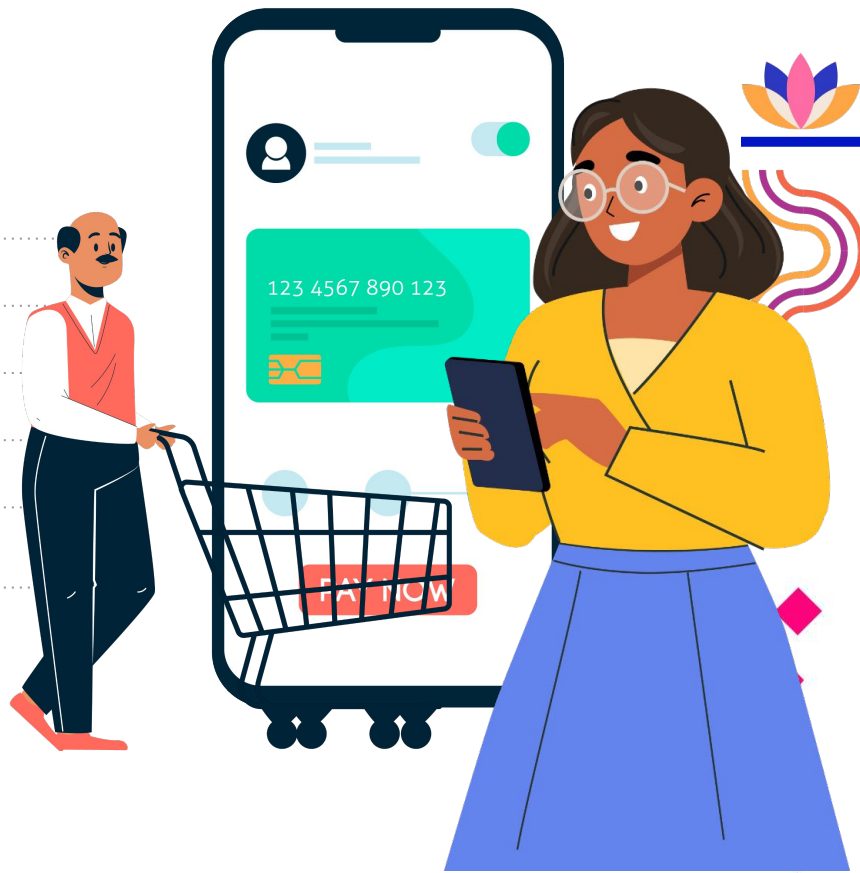
Net banking

3%



Cash

39%



05

Category insights














TV is the top most category for to be purchased this festive season for home appliances

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Top Categories

	TV	47%
	Smart Devices	32%
	Kitchen Appliances	27%
	Refrigerator	21%
	Washing Machine	20%

Reason for purchase

	Brand	57%
	Price	49%
	Features	34%
	Energy Efficiency	25%
	Financing Options	21%











Features' play far more important role than 'Brand' for purchase decision of Mobile Phones

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Budget

	Upto ₹20,000	52%
	₹20,001 to ₹50,000	27%
	Above ₹50,000	21%

Reason for purchase

	Camera	54%
	Performance	44%
	Battery Life	40%
	Price	32%
	Brand	29%





Interior Decor will be top refurbishment upgrade for people willing to spend more than 5L during this festive season

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Top Refurbishment upgrades



Kitchen and bathroom upgrade



Interior Designing & Décor



Flooring & Painting



Furniture Upgrades

Budget



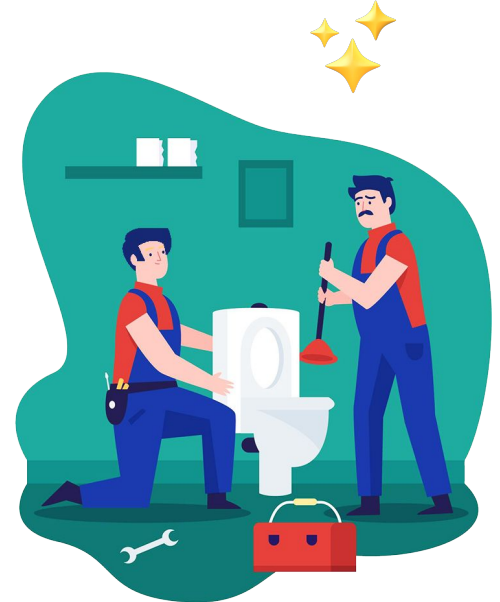
0 to 5L

75%

Above 5L

25%

Expected Peak Season : Aug-Oct



Travelling with family and friends prefer online booking platforms

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Travelling with

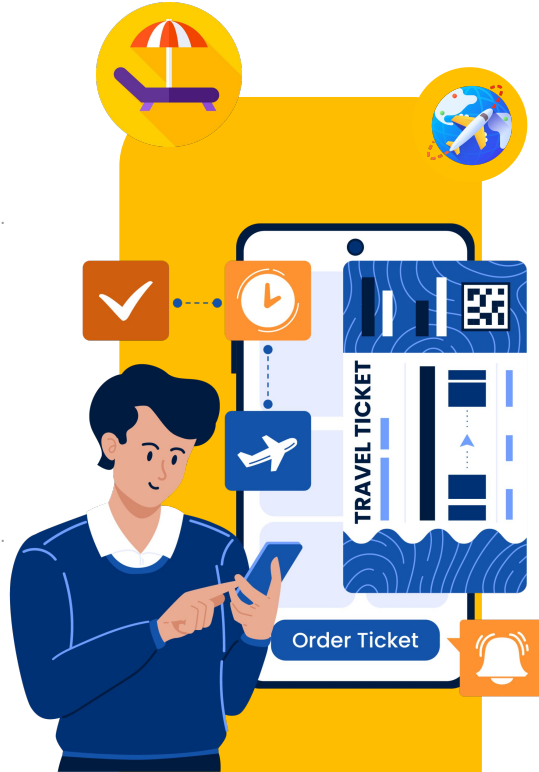
 Travel with Family/ Friends **82%**

 Solo trip **18%**

Booking Platforms

 Online **63%**

 Offline **37%**



Purpose of Visit

 Pilgrimage **53%**

 Treks **33%**




 Vacation **14%**









Brand plays most important role across people willing to buy bikes as well as cars

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Budget		
	Upto 2.5 Lakhs	35%
	2.5 Lakhs – 5 Lakhs	24%
	5 Lakhs and above	41%

Vehicle Planning to Buy		
	2-Wheeler	35%
	Hatchback	11%
	Sedan	15%
	SUV/MUV	39%









Hosting friends and family at home on the day of the festival leads to 30% growth in ordering food from outside or dine out

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Top Categories

	Sweets & Chocolates	49%
	Packaged Snacks	22%
	Ready-to-eat Food	20%
	Beverages	9%

Preferred Shopping Destinations

	Traditional Local Shops	60%
	Modern Supermarkets	19%
	Online Grocery Apps	16%



Female prefer Ethnic wear during festive seasons

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Categories Female

	Ethnic Party Wear	63%
	Casual	20%
	Western Party wear	17%



Categories Male

	Casual	55%
	Ethnic Party Wear	28%
	Western Party wear	17%

Reason for Purchase





	Discounts	60%
	Brand	19%
	Social Media Trends	16%
	Celebrity Influencer	5%







Skincare is most important category across Gender

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Categories Female

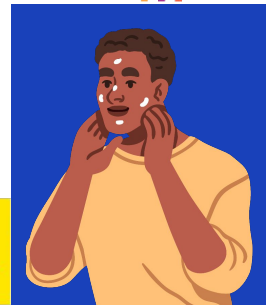
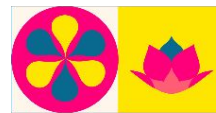
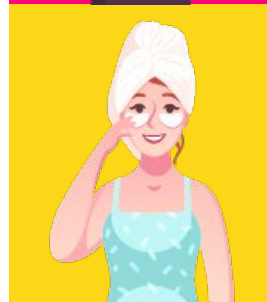
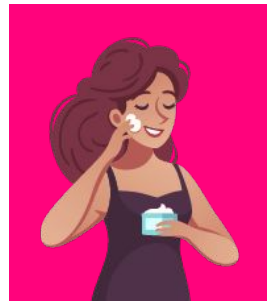
	Skin Care	43%
	Make Up	30%
	Health and Hygiene	16%
	Grooming	11%

Categories Male

	Skincare	34%
	Health and Hygiene	27%
	Grooming	24%
	Make Up	16%

Source of product information

	Ads	64%
	References (Friends and Family)	22%
	Influencers	13%





Purity influences customers to buy Jewelries during this festive season

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Top Categories

	Gold	75%
	Silver	20%
	Diamond	16%
	Demi Fine Fashion Jewelry	16%

Influential Factors

	Purity	55%
	Design	31%
	Brand	31%
	Discount	19%



**R.A.C.E Ahead
this Festive
Season
with JioStar**



R.A.C.E. to What Matters: Reach. Relevance. Results.

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R

Unparalleled Reach

- Leading Entertainment Network in India reaching across households
- Largest Streaming Base of **300 Mn+ MAUs** in a non-sporting month
- Highest Watchtime of **64 Bn+ Mins**
- Biggest Subscriber base of **280 Mn+ users**

A

Undivided Attention

- One-stop destination for everything on Entertainment
- Largest Library with **22K+ Titles**
- One Stop Shop for All Things Content – Premium, Regional, Reality, Originals or GEC
- High Attention with **40 Mins+ Sessions – 6x higher v/s UGC**

C

Unmissable Connections

- High Reach Solutions like MegaBlast, Billboards and Spot Ads
- Industry-first formats like 3D Breakout Billboards and Pause Ads
- Content-First Solutions like Sponsorship Offers, Multi-Impact or Bespoke

E

Undeniable Effectiveness

- **High Attention to Ads – 3x Higher VTR v/s UGC**
- **Driving Stronger Connections – 2.2x Higher Brand Equity** for Every Impression served (v/s UGC)





THANK YOU