INDIA CONSUMER PULSE

Powered by Median

Consumer Usage and Perception of D2C Brands in India



August 2026: Delhi NCR • Mumbai • Kolkata • Bengaluru • Chennai

100	5	18–45
Respondents	Cities	Age Group

MEDIAN Research & Consulting Pvt Ltd

TOP 5 | Purchased D2C Brands In Last 6 Months

68%
Fashion / Apparel

65%
Food & Beverages

56%
Beauty / Skincare/ Haircare

45%
Personal care / Grooming

44%
Footwear

31%
Home Appliances

29%
Home & Lifestyle

29%
Consumer Electronics / Gadgets

23%
Health & Wellness/nutrition

16%
Home décor / home products

15%
Baby / Kids products

13%
Jewellery/ Accessories

11%
Eyeware

*Top Box

N=100

D2C Brands **Awareness**

Fashion		Food & Beverage		Beauty & Skincare		Personal Care		Footwear		Home Appliances	
Bewakoof	47%	Yoga Bar	46%	Nykaa	47%	Bombay Shaving Company	27%	The Sleep Company	15%	atomberg	13%
Snitch	27%	Country Delight	36%	mamaearth	46%	WOW Skin Science	20%	Neeman's	7%	AGARO	11%
Clovia	24%	epigamia	25%	Minimalist	41%	mCaffeine	17%	Soletheads	3%	Lifelong	4%

Home & Lifestyle		Consumer Electronics		Health & Wellness		Baby/Kids		Accessories		Eyewear	
Wakefit	47%	boAt	25%	Kapiva	12%	Firstcry.com	13%	Zouk	4%	Lenskart	10%
Urban Ladder	16%	Noise	21%	HealthKart	10%	mamaearth baby	11%	Wildcraft	4%	aqualens	1%
The Sleep Company	14%	Boult	16%	Wellbeing Nutrition	7%	R for Rabbit	8%				

N=100

D2C Brands **Purchased Last 6 Months**

Fashion		Food & Beverage		Beauty & Skincare		Personal Care		Footwear		Home Appliances	
SNITCH	15%	Yoga Bar	32%	mamaearth	47%	BOMBAY SHAVING COMPANY	9%	THE SLEEP COMPANY	4%	atomberg	6%
The Souled Store	9%	Country Delight	16%	NYKAA	27%	WOW SKIN SCIENCE	5%	NEEMAN'S	2%	AGARO	2%
Clovia	7%	epigamia	12%	DOT & KEY	23%	mcaffeine	5%	solethreads	2%	Lifelong	1%

Home & Lifestyle		Consumer Electronics		Health & Wellness		Baby/Kids		Accessories		Eyewear	
wakefit	8%	boAt	15%	KAPIVA	6%	firstcry.com	12%	zouk.	4%	lenskart	6%
CHUMBAK	3%	noise	7%	HEALTHKART	3%	mamaearth baby	6%	WILDCRAFT	2%		
THE SLEEP COMPANY	2%	BOULT	3%	WELLBEING NUTRITION	2%	R for Rabbit	4%				

N=100

D2C Brands Most **Recently Purchased**

Fashion		Food & Beverage		Beauty & Skincare		Personal Care		Footwear		Home Appliances	
SNITCH	5%	Yoga Bar	7%	mamaearth	47%	Bombay Shaving Company	3%	The Sleep Company	1%	AGARO	2%
The Souled Store	47%	Country Delight	8%	NYKAA	11%	mcaffeine	2%				
Clovia	1%	epigamia	2%	pilgrim	4%	The Man Company	2%				

Home & Lifestyle		Consumer Electronics		Health & Wellness		Baby/Kids		Accessories		Eyewear	
wakefit	47%	boAt	4%	HealthKart	1%	firstcry.com	3%	zouk.	1%	lenskart	3%
CHUMBAK	1%	noise	1%	Wellbeing Nutrition	1%	mamaearth baby	1%				
		FIREBOLTT	1%								

N=100

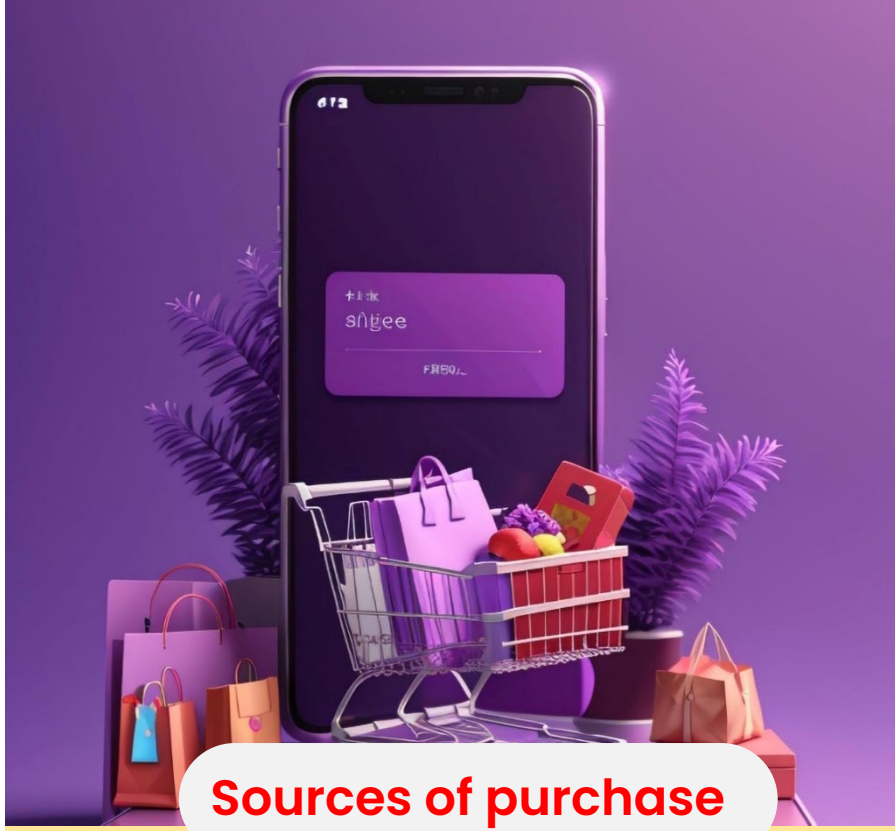
Purchase Behavior of The D2C Brands

From where consumers buy D2C brands

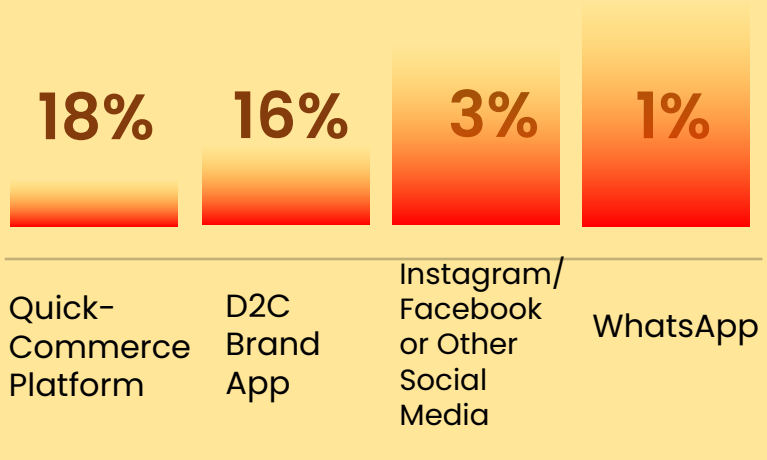
36% D2C brand Websites

37% Offline store/physical stores

62% Online marketplace e.g. Amazon / Flipkart / Myntra / Nykaa etc.



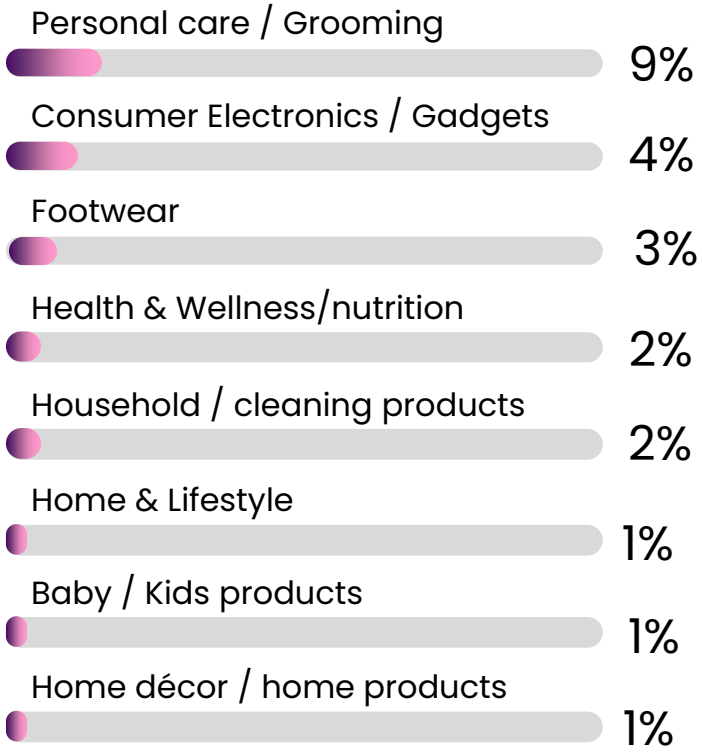
Sources of purchase



N=100

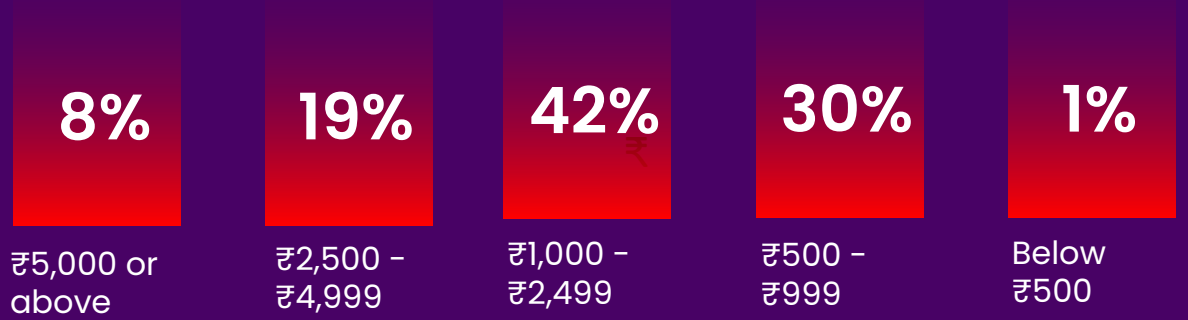
Purchase behavior **of the D2C brands**

Common products consumers purchase



29%	28%	20%
Food & Beverages	Beauty & Skin Care	Fashion/Apparel
01	02	03

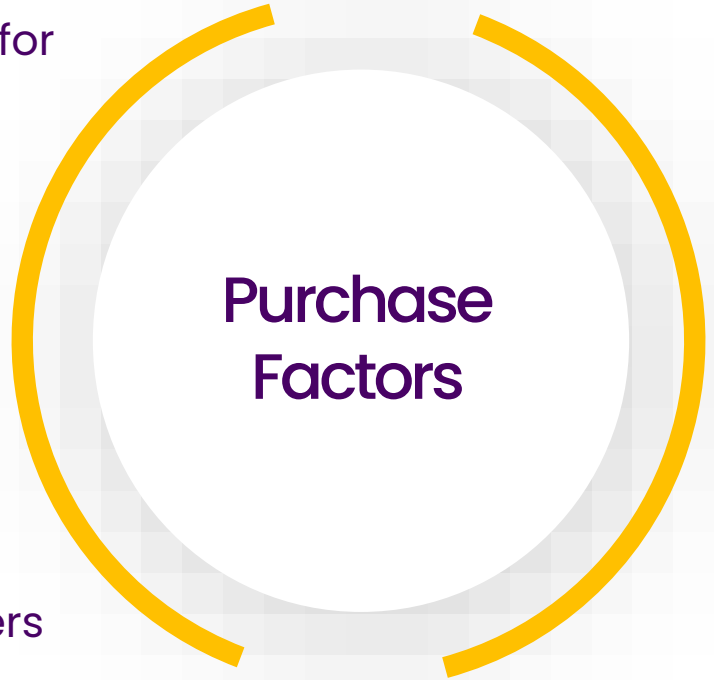
Monthly spending on D2C brands



Average monthly spending on D2C brands – **2,077/-**

N=100

Purchase Factors For Selecting D2C brands



65% Better value for money

62% Better product quality

53% Better availability

53% Discounts/offers

Better prices/ Competitive pricing 43%

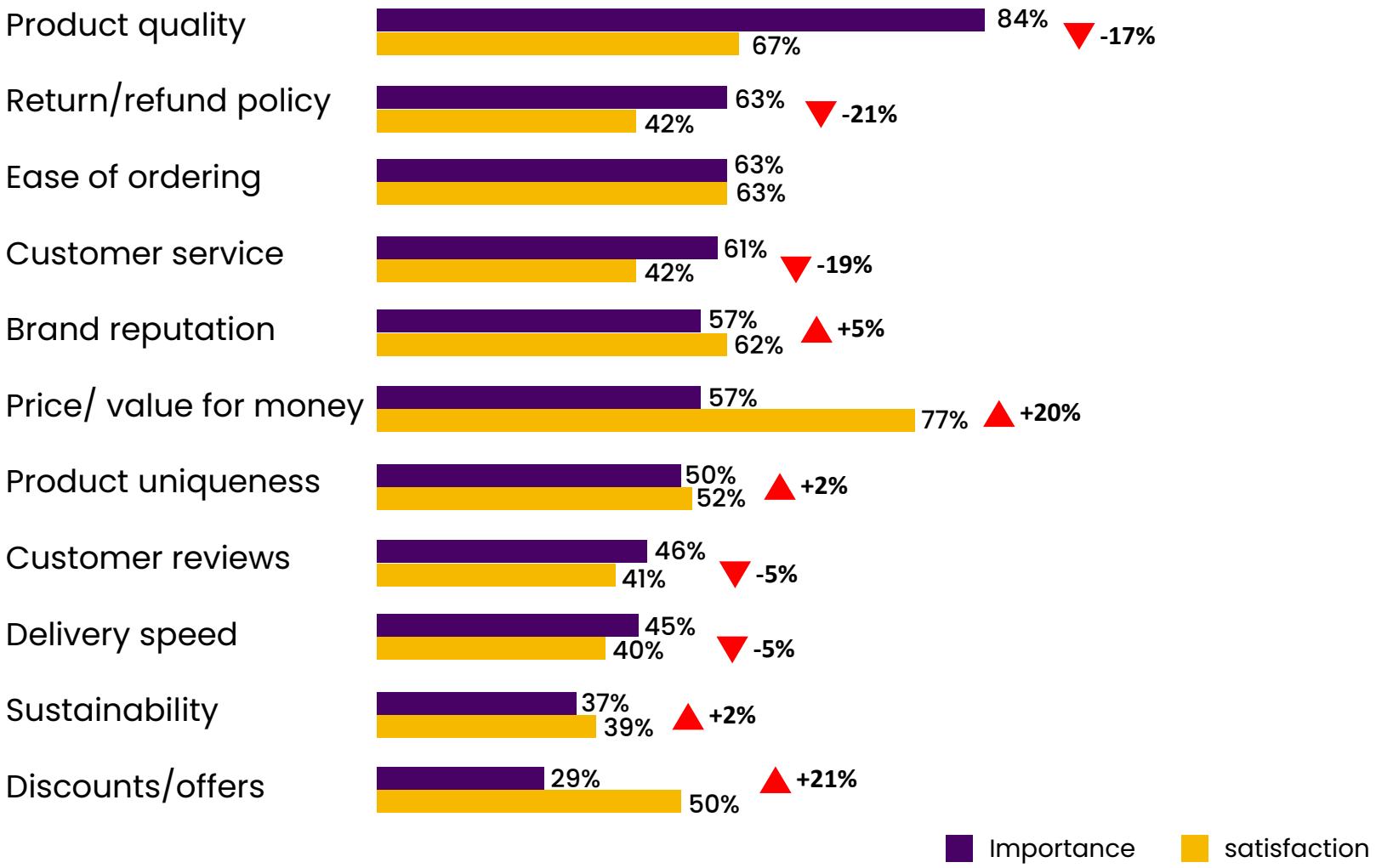
Greater product variety 27%

Convenience 26%

Positive reviews / ratings 26%

N=100

Importance Vs Performance



Comparison with traditional brands

50% Much better

40% Somewhat better

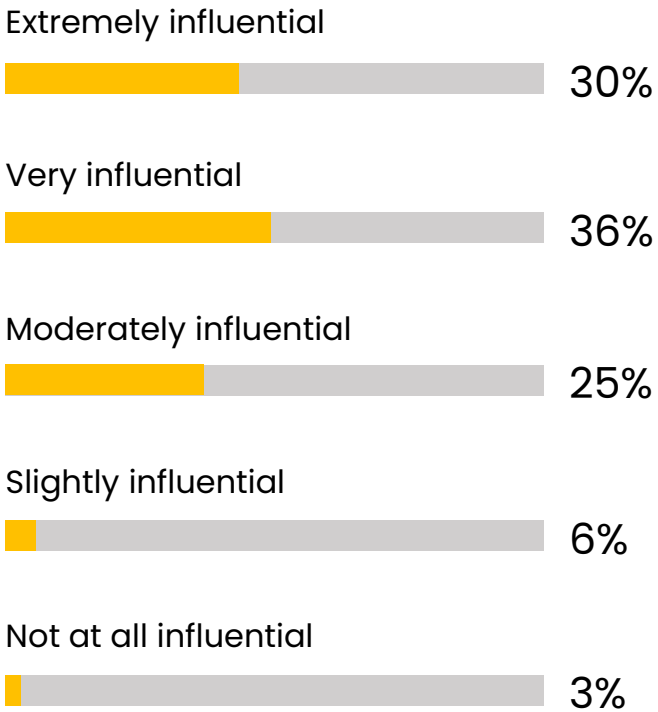
9% About the same

1% Somewhat worse

N=100

Digital & Social Media Influence

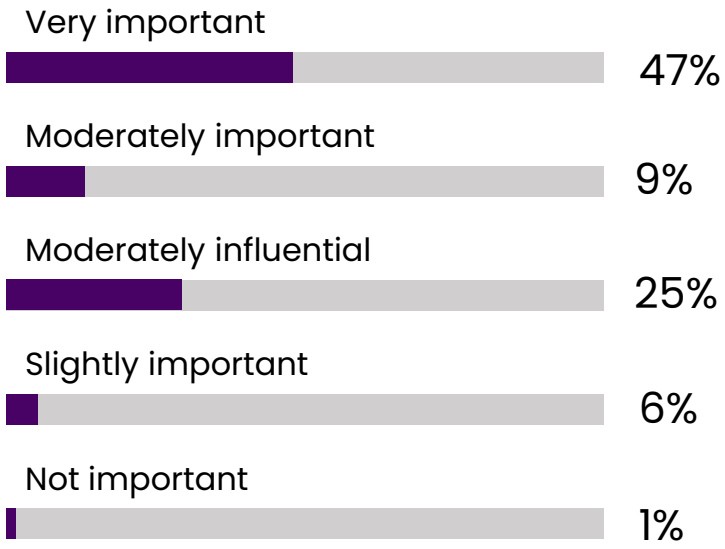
Influence of social media advertisements in decision making



Sources of Awareness

Instagram / Facebook	71%
YouTube	52%
Friend / Family	42%
Online marketplace e.g. Amazon /Flipkart / Myntra / Nykaa etc.	41%
Google / Search	40%
Online advertisement	36%
Influencer/Content Creator	35%
D2C Brand website	27%
Quick-commerce	14%

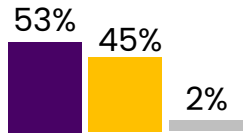
Importance of online ratings and customer reviews



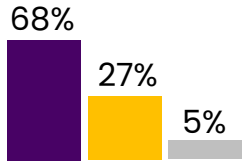
N=100

Perception About D2C Brands

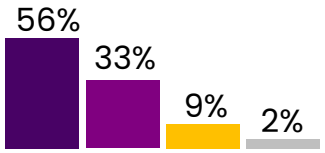
Trust established D2C brands
Mean Score-4.51



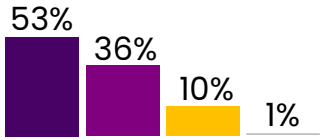
D2C brands offer good-quality products
Mean Score-4.63



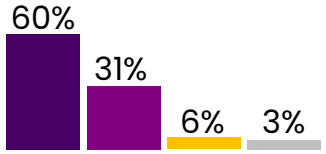
Feel confident making payments on D2C websites.
Mean Score-4.43



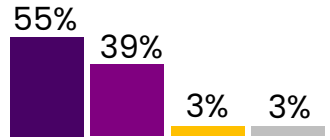
Customer reviews increase my trust in D2C brands
Mean Score-4.40



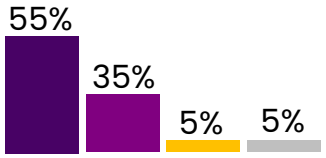
Trust D2C brands more when they have transparent return policies
Mean Score-4.48



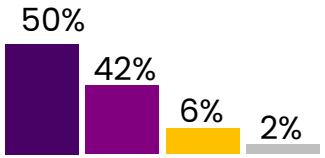
Believe D2C brands understand consumer needs better.
Mean Score-4.46



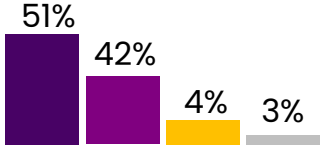
Prefer buying directly from a brand when possible
Mean Score-4.40



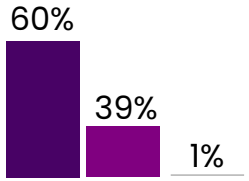
Willing to try a new D2C brand
Mean Score-4.40



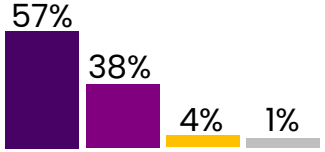
D2C brands offer innovative products
Mean Score-4.41



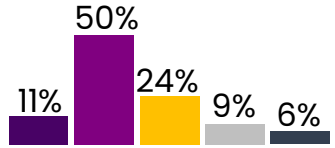
D2C brands offer good value for money
Mean Score-4.59



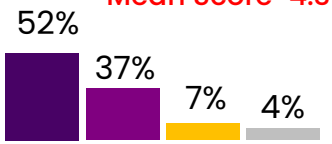
D2C brands provide a good shopping experience
Mean Score-4.51



Some D2C brands are overpriced
Mean Score-3.51



Prefer D2C brands that are available both online and offline
Mean Score-4.37



5= Strongly Agree
4=Agree
3=Neutral
2 =Disagree
1= Strongly Disagree

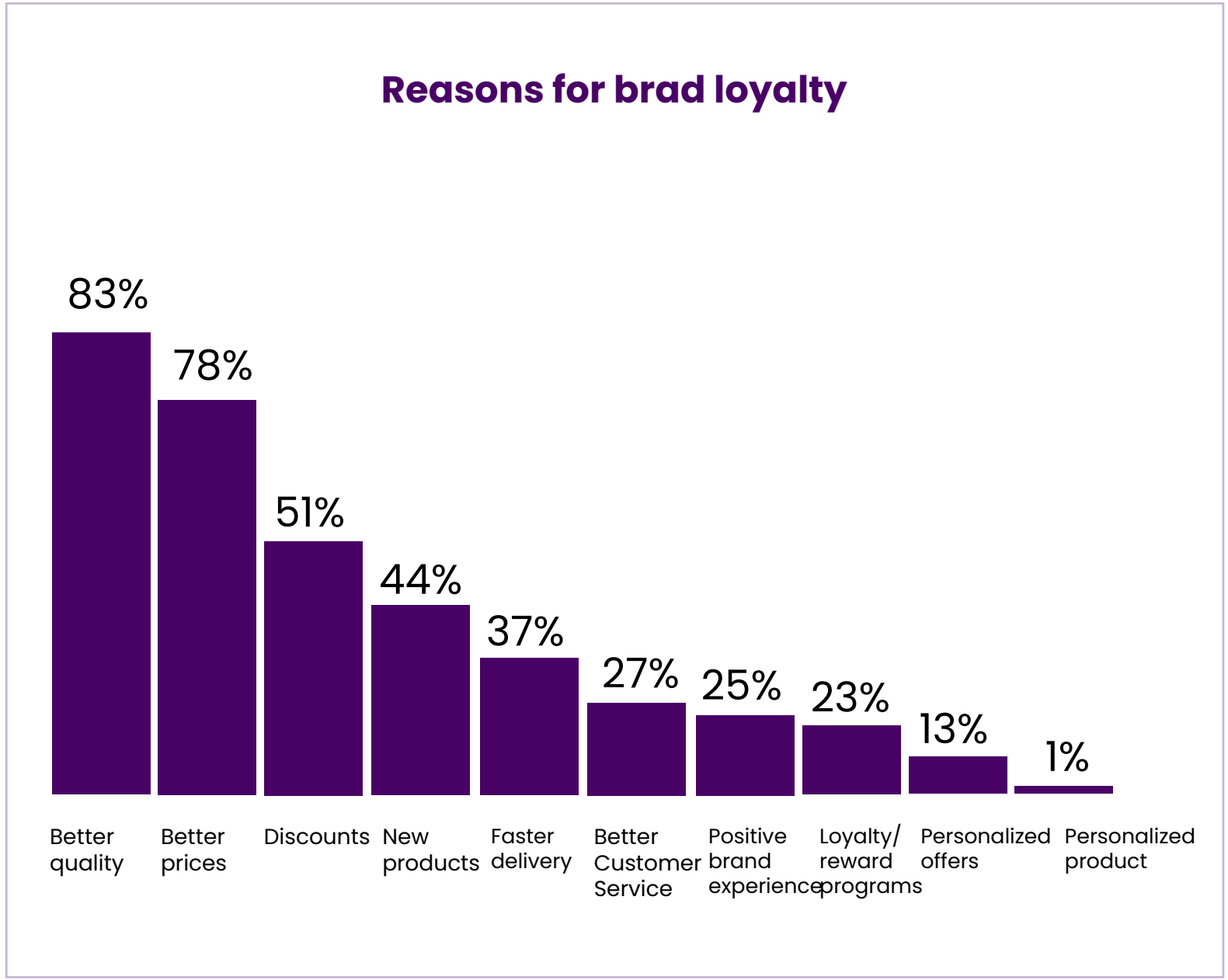
N=100

Brand Loyalty with D2C Brands

Purchasing again from a D2C brand after first purchase

78% Yes, frequently

22% Yes, occasionally



N=100

Reasons for Recommendation of D2C Brands

NPS Score – 68%

34%	35%	22%	8%	1%

Reasons for "strongly recommending"

Better Quality / Product quality / Best Product / Good quality	61%
I know the quality, pricing and availability of product / Product...	17%
Give offers/ good offers	16%
Better price / valuable price	16 %
Value for money	16 %
Updated with the trend / Trendy	15%
Better discount /discounts/good discounts	15%
Trusted Brand / Trustable & Believable / Trustworthy easily available direct...	13%
Variety of products.	9%
Authentic products / Authenticity	9%
Quick delivery	7%
Personalized service / Personalized products / More customizable	6%

n=69

Reasons for "not strongly recommending"

Better Quality / Product quality / Best Product / Good quality	50%
Better price / valuable price	23%
Updated with the trend /Trendy	20%
Give offers / good offers	20 %
Better discount / discounts /good discounts	20 %
Trusted Brand / Trustable & Believable / Trustworthy...	20 %
Variety of products	17%
I know the quality, pricing and availability of product/...	17%
Unique Products	10%

n=30

Reasons for "not recommending"

Better Quality / Product quality / Best Product / Good quality
Give offers / good offers
Updated with the trend / Trendy
Return policies are good
Variety of products.

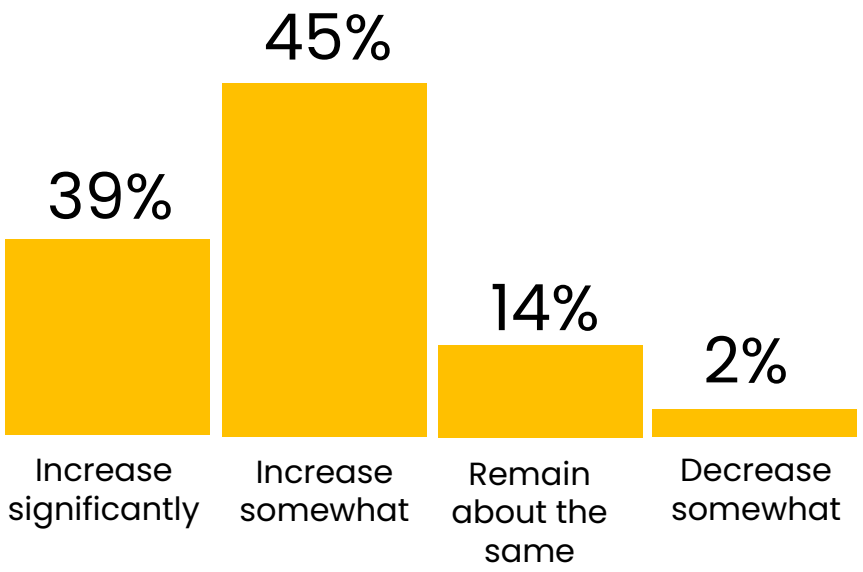
n=1*

N=100

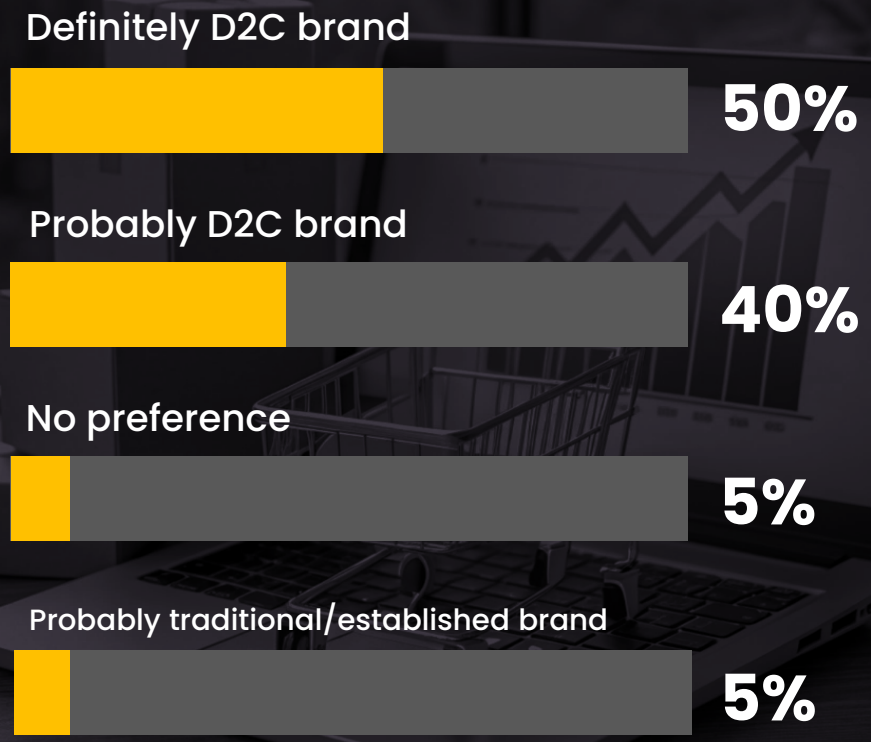
*Low base

Future Purchasing Intent from D2C Brands

Future purchase expectation



Preference between traditional and D2C brands



N=100

Barriers and Preferences of D2C Brands

Major concerns with D2C brands



Likelihood of purchasing from direct brand



Preferred purchase source

52%	18%	15%	5%
Brand's website	Marketplace	App	No Preference

Willing to premium for extra services

64%	24%	12%
Yes	Maybe	No

N=100

Overall perception of D2C brands

Perception of D2C brands

36%	Much Better
49%	Much Better
14%	About The Same
1%	Somewhat worse

Consumer perception of **D2C brads**

Innovative alternatives to traditional brands	23%
More personalized brands for specific needs	21%
Affordable/value-oriented brands	19%
Premium/specialized brands	14%
Trendy brands driven by social media	12%
Brands that offer niche products	5%
Brands that are convenient to buy online	4%
Brands I am interested in but don't fully trust yet	1%
Brands that are similar to traditional brands	1%

N=100

Other Advantages

- Get original product
- Multiple options at a single app / Multiple options and varieties
- Getting the product directly from the company / Direct from company with out any middleman / Directly coming from manufacturing company
- Builds the trust / trustable product
- Personal products here as per my requirement / personalised product / personalised service
- Premium product

Biggest Advantage of D2C Brands as Perceived by Consumers

26%	22%	11%
Give good discounts /offers	Good quality product	Easy availability / better availability

10%	9%
Value for money	Better quality product with better price or low price

N=100

Improvements Factors For Better Shopping Experience



N=100

16%

Discounts/Bulk Order Discounts – increase

15%

Customer Service improve/responsiveness/availability

13%

Delivery Speed – improve/same-day/one-day delivery

10%

Offers/Deals – improve/Return /Refund Policy – improve/more options

9%

Advertising/Promotion /Marketing/Publicity – increase/

Other improvements are

Offline Stores/Physical Outlets – increase

Product Quality – improve

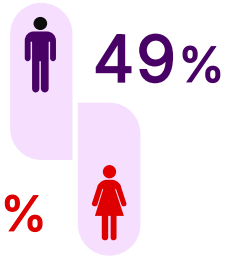
New Products/Collections –introduce/increase variety

Whom we met

City

Chennai	20%
Delhi-NCR	20%
Mumbai	20%
Kolkata	20%
Bengaluru	20%

Gender



Age

18-25 years	31%
26-35 years	40%
36-45 years	29%

Gross income for the past month

13%	Less than Rs.25,000
26%	Rs.25,000-Rs.49,999
37%	Rs.50,000-Rs.99,999
18%	Rs.1,00,000-Rs.1,99,999
2%	R.2,00,000 - Or more

Average income – **Rs. 74,739/-**

Socio - economic classification

91%	SEC A
9%	SEC B

Current occupation

54%	Employed with a Private...
18%	Student
17%	Housewife
4%	Businessman with 1-9 employees
2%	Self Employed professional
1%	Currently not employed
1%	Businessman with 10+ employees
1%	Entrepreneur

Education

11%	Post Graduate -Professional (M.E/M.Tech/MD/M.B.A.)
16%	Graduate -Professional (B.E./B.Tech/MBBS /LLB)
6%	Post Graduate -General (M.A., MSc, etc.)
63%	Graduate General (B.A., B. Sc. etc.)
4%	Some College but not graduate

N=100



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