

Think with Google

YEAR IN SEARCH 2022



INDIA

Look back to move your marketing forward

When life hands out lemons, Indians no longer just search for ways to make lemonade. Having weathered three years of disruptive changes, they're seeking to live life on their own terms and looking to be in control of their identities, lifestyles, and what they value.

We've noticed this shift as we analyze billions of searches every year to help marketers uncover meaningful audience insights.

INTRO

Across India, searches in 2022 point to how people are standing their ground amid sustained waves of uncertainty. With open minds, quick thinking, and digital savvy, they're seeking out authentic, fulfilling ways of living, working, and being that suit them, and not simply going with what life serves up.

We've identified three key insights about Indians based on what's top of mind for them as they search. In this report, we dive into the insights, what they mean for your brand, and how you can strengthen your marketing strategy for the year ahead.

Year in
Search 2022

THEME 1



Soul searching

SOUL SEARCHING

After three years of uncertainty, Indians are moving past merely coping or going with the flow. They're reenvisioning who they can be, on their own terms. When border restrictions limit people to their backyards, they're taking the opportunity to dig deep into local traditions while also connecting with global cultures from home.

SOUL SEARCHING

People are also looking to be their most full and authentic selves. Following on the heels of the Great Resignation, the Great Exhaustion is sweeping across the world, prompting people to focus more on their well-being, and upskilling themselves to land better opportunities. They're embracing their individuality and searching with more specificity to satisfy their distinct needs and preferences.

Soul searching

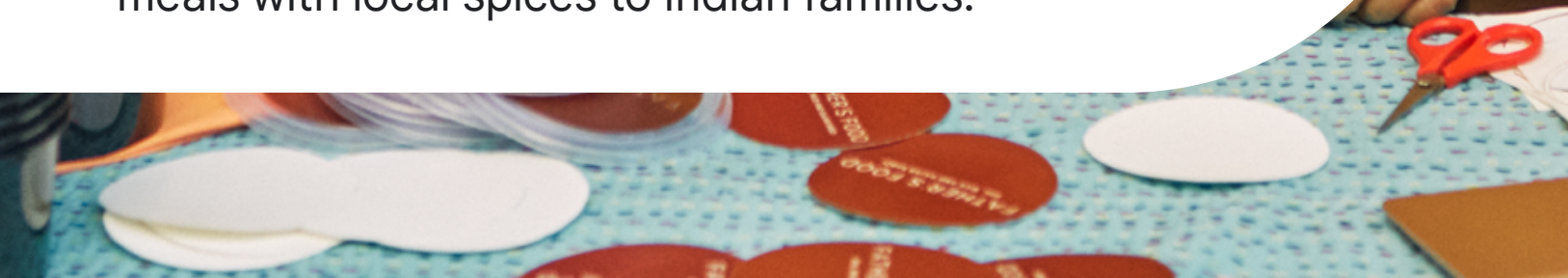
1.1

Cultural Identity



Shamita and Jayprakash
India

Shamita and Jayprakash found inspiration globally and acted locally. The two embraced the global trend for health conscious eating and delivered it to Indian families. When the couple saw a need to help families prepare healthy dishes, especially for the elderly and bachelors, they started a catering service and food brand, called Fathers Food, that brings authentic home-cooked meals with local spices to Indian families.



Globally connected, locally focused.

We're seeing a paradoxical dissonance in people's searches: They desire to be plugged into global culture, but they're also celebrating what makes India's traditions unique.

This dynamic duality points to the increasing complexity of their identities as global citizens and proud denizens.

 kpop  +20%

The global power of "kpop" continues to spread, with a 20% growth in search interest in India.



authentic food



+40%



global recipe



+11%

+90%

As Indians continue to reconnect with their roots, search interest in **local guide program** saw a growth of over 90%.



1.2

Personal Identity

Shibangi
India

Shibangi is searching for a little chill.

The busy advertising writer has traded in her urban life in Mumbai for the more relaxed living in Goa. Meditation, workouts, and yoga are also helping the passionate professional to unwind, while she's staying up to date on the latest in her industry with online courses.

Refined searches.

People are searching with greater specificity as they become more aware of their distinctive identities. Whether it's looking for "perfume for women" (as compared with just "perfume") or "heart shape face hairstyle male" (as compared with simply "male hairstyle"), people's searches reflect their evolving sense of self.

+330%

People's evolving sense of self is being reflected in the way they style themselves, with search interest in **heart shape face hairstyle male** growing by over 330%.

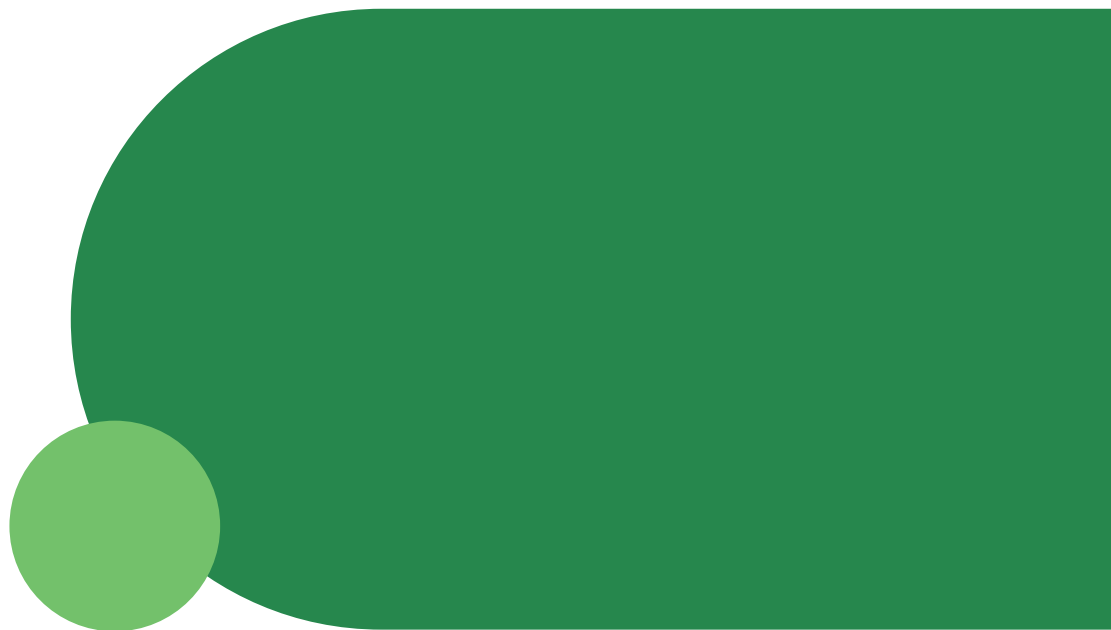
Search interest in
perfume for women
in India was up by

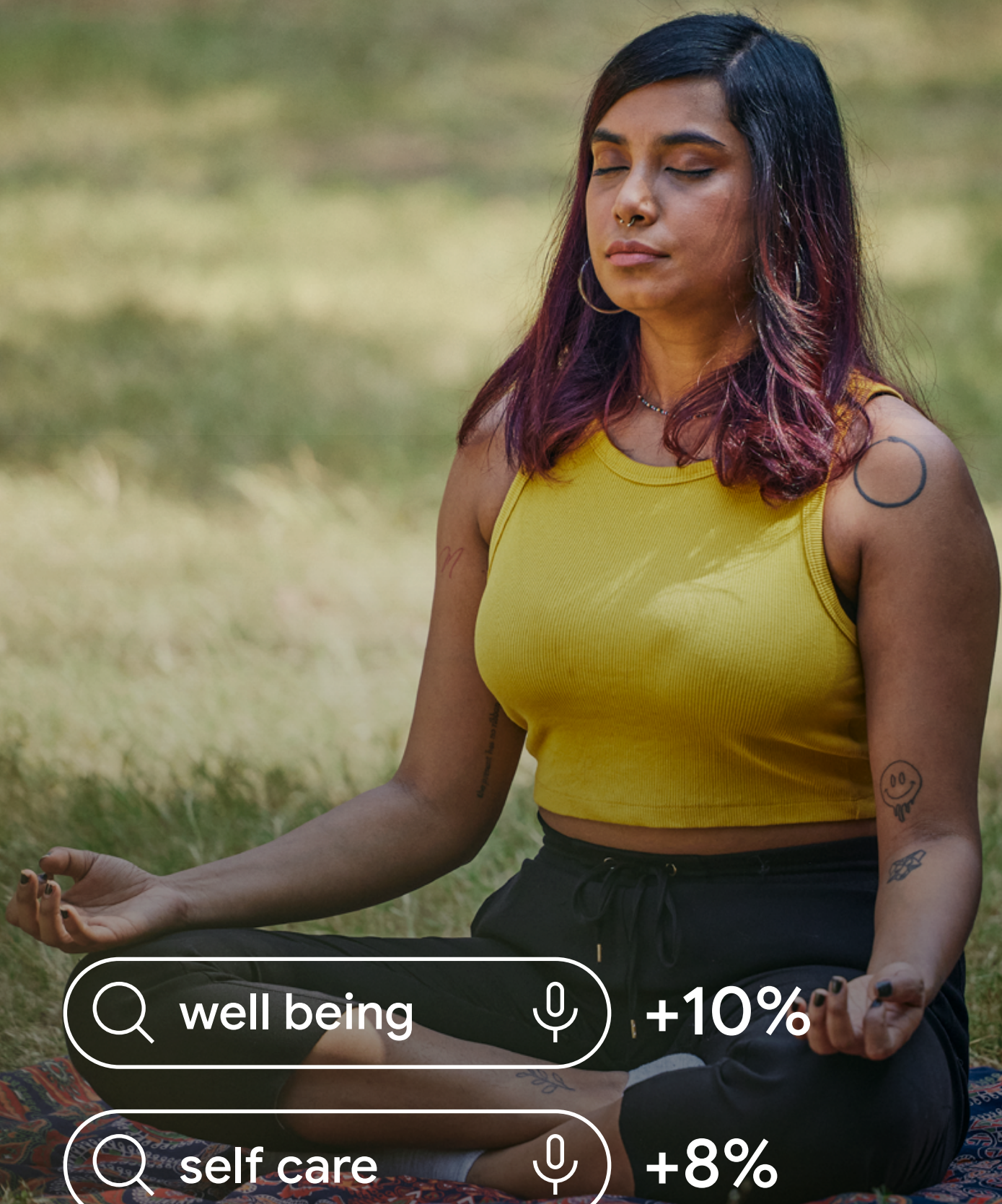
+40%



Taking better care of themselves.

Searches for various forms of self care are also on the rise, including ways to avoid burnout. In the last year, people in India have increased their monthly expenditure on health and fitness by 43%, grooming services by 35%, and beauty and personal care products by 31%.¹





🔍 well being 🎤

+10%

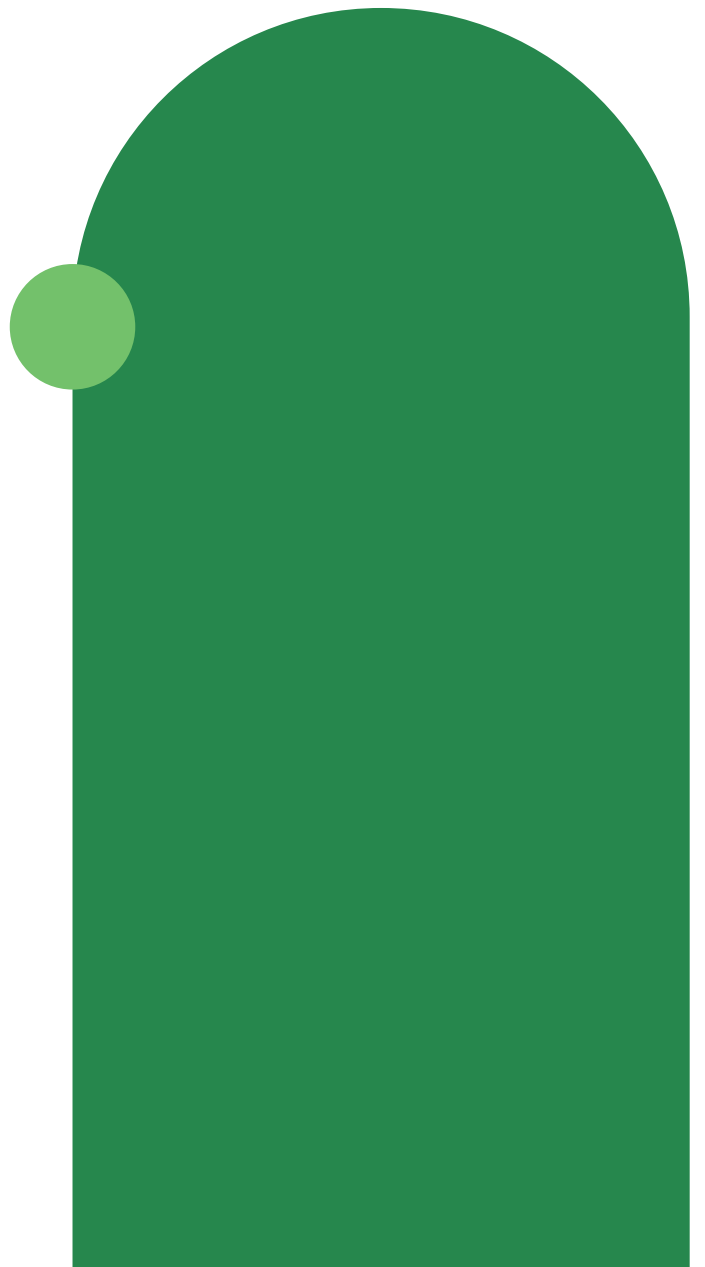
🔍 self care 🎤

+8%

Look back
to move
our market
forward

Embracing diverse identities.

More than ever,
people are embracing
diverse lifestyles, with
Gen Z leading the way
in standing up for
their personal brand
and crafting their
own identities.



1.3

Professional Identity

PROFESSIONAL IDENTITY



Harmony between work and home life.

Work and home life continue to be parts of a whole but people are now seeking to find a harmony between the two.

63% of employees in India are looking for work-life balance, with 52% of females and 42% of males valuing the possibility of working from home.²

+1030% +50%

Search interest in **great resignation** increased by over 1030% in India.

Search interest in **quiet quitting** increased by over 50% in India.



+60%

People in India explored their value in the job market, as search interest in **salary negotiation** rose by over 60%.

Upskilling and entrepreneurship.

Just as people are rethinking their work life, they're also expanding their skills with training, and considering career moves that will accelerate their professional growth.

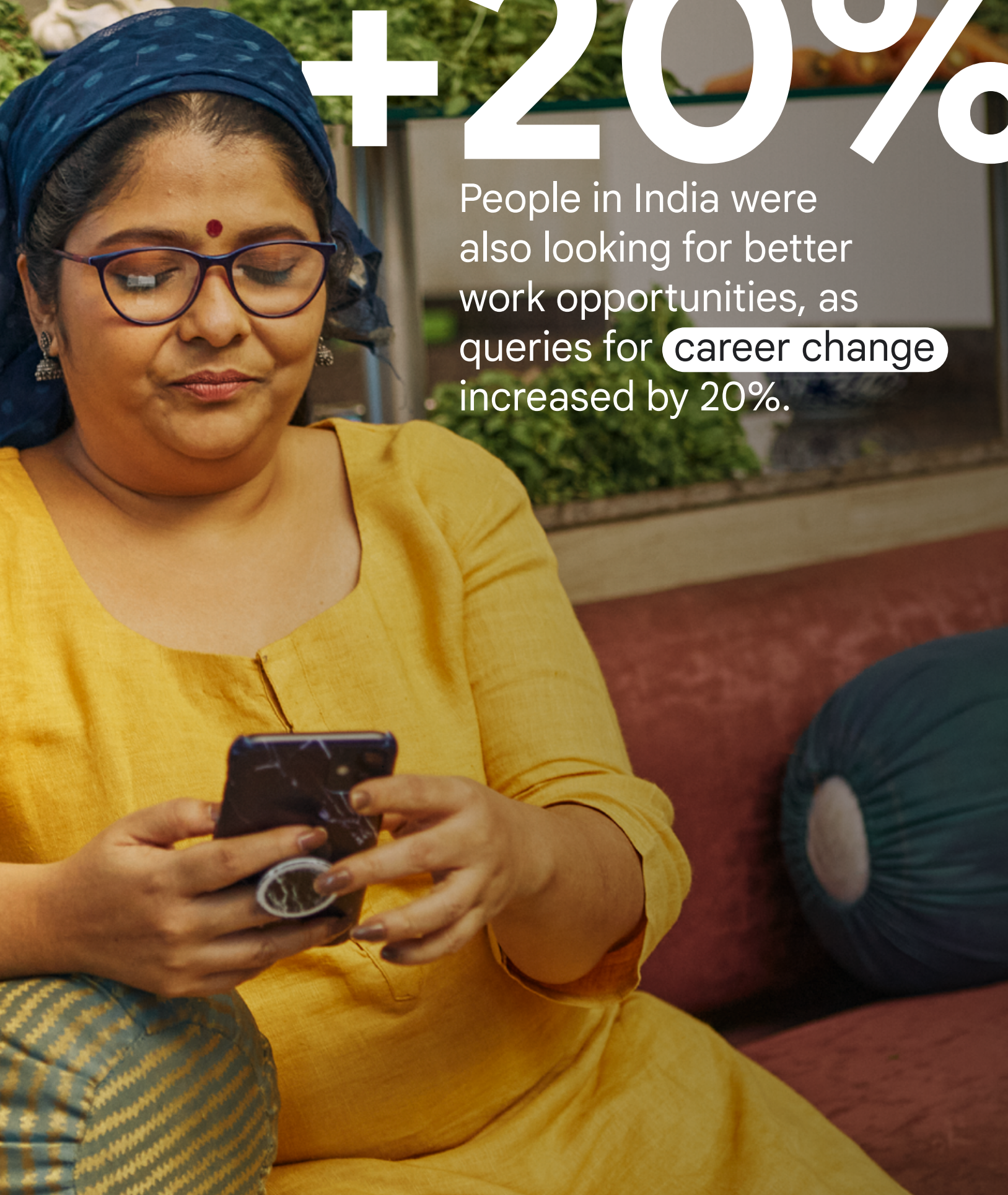


 upskill  +30%

Search interest in “upskill” grew by over 30% in India.

+20%

People in India were also looking for better work opportunities, as queries for **career change** increased by 20%.



Marketing implications

01

Adopt inclusive marketing strategies as a mindset, not a checkbox.

Commit to diversity, equity, and inclusion as a constant responsibility, and embed them into every aspect of your brand campaigns, from conception to execution and beyond. For marketing to feel truly inclusive and accessible, brands must understand and regard people holistically, across the full spectrum of what makes up their identity, including gender, race, ethnicity, sexual orientation, and more.

MARKETING IMPLICATIONS 01

One way to do this is through nuanced narratives that reflect intersectionality in your messages. Brands that portray women and underrepresented groups positively have greater influence on customer intent.

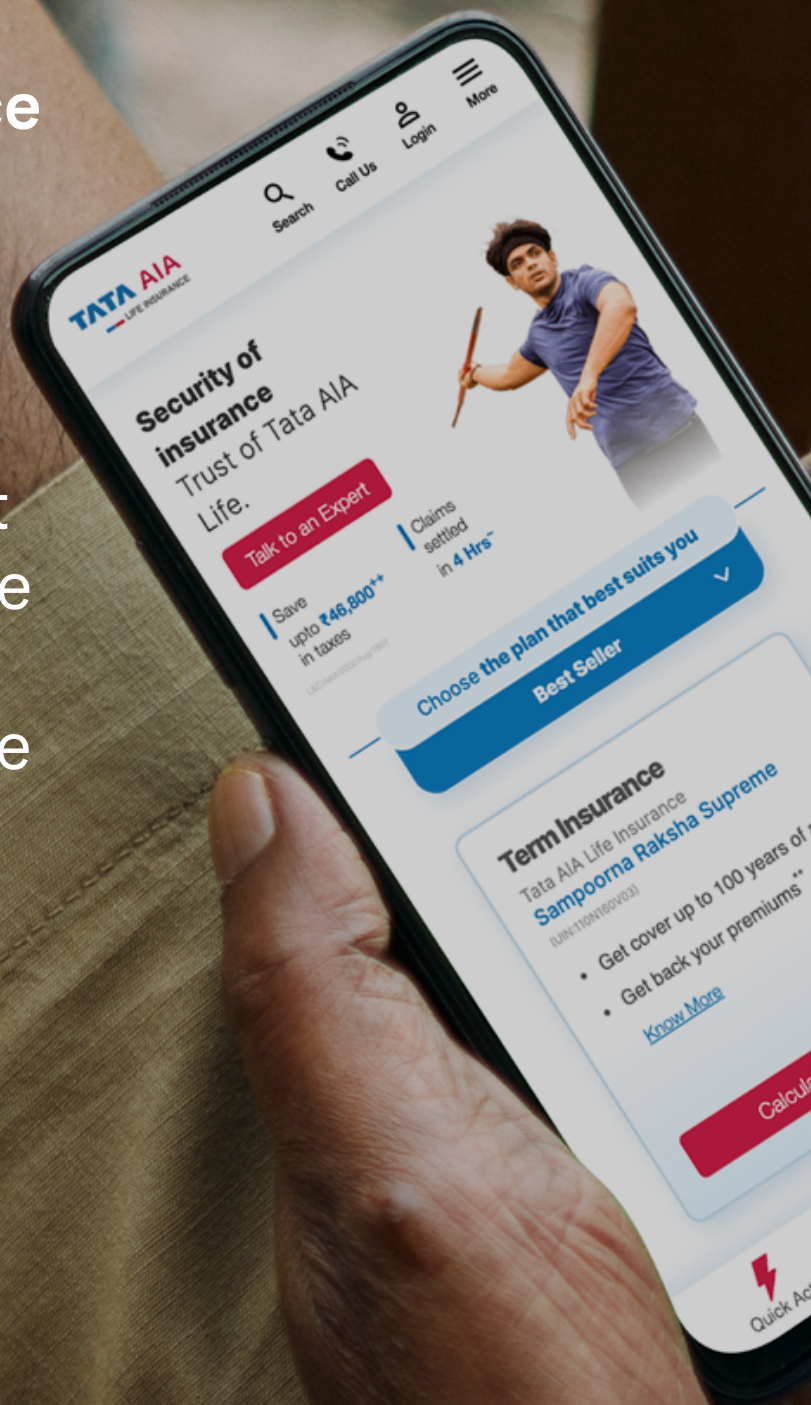
For more tips, check out Think with Google's inclusive marketing best practices.

+80%

of Gen Zers in APAC would pay more for a product if the brand supports an issue they care about.³

Brand Example

TATA AIA Life Insurance actively reached out to women as it built awareness of its brand, even though this audience segment is not typically prioritized in the industry. It is commonly assumed that women are not decision-makers when it comes to insurance products.



Brand Example

TATA AIA Life Insurance used first-party data to find relevant audiences on YouTube. Its campaign led to a 28% increase in website sessions, 36% increase in organic searches for the brand, and a 9.2% increase in Relative Awareness Lift.

+36%

02

Think visually beyond text search.

Recent innovations in Search are helping consumers find what they're looking for in more natural and intuitive ways. As people increasingly search with images and text together, think about investing in compelling image assets to bring your ads to life with diverse representation of people and products.

Brand Example

Image Extensions on Search helped **upGrad**, an online education platform in India, drive 22% higher click-through rate, and 47% higher conversion rate at 19% lower cost per acquisition. A healthy mix of images of their brand ambassador along with other high-definition images helped the brand stand out.



Look back
to move
our market
forward

THEME 2



Value hunting

VALUE HUNTING

In times of inflation, people reassessed the cost of things. They not only looked at the sticker price but also what they consider to be of value. Additionally, **people are discovering that wallet-friendly options like second-hand clothing don't just save money; they can also help to save the environment.**

Trust in a brand plays a significant part in people's calculations. They're searching for clear indications of whether a brand provides quality service and reliable products. And they're looking for the one that offers the best deal overall too rather than the cheapest price.

Value hunting

2.1

Seeking Value and Knowledge

SEEKING VALUE AND KNOWLEDGE



Reagan and Natalia
India

Value is top of the list for Reagan when he makes a purchase decision. The landscape designer and farming consultant doesn't just want good deals, he wants deals that are good for the environment too; whether that's using ride shares, researching ways to live a more sustainable life or looking for the best deals with his partner Natalia.

People are more carefully weighing their buying options.

As costs rise, people are carefully considering how and when they spend, seizing the right moment for the best deals overall, as evident in the increased search interest for both best restaurants and cheap restaurants. Globally, search interest in **compared to** remains consistently high,⁴ and in India, 45% of premium buyers and 43% of non-premium buyers decided to put additional money into savings.⁵

Source: 4. Google Trends, Worldwide, July 5, 2022-Oct 5, 2022.

5. Google/ Kantar Shopper Pulse India, October 2022. Base: Premium purchasers n=581, Non-Premium purchasers n=606, people aged 18 and above, internet representative sample.

Search interest in
best restaurant grew by

+40%



Search interest in **cheap flights** jumped by more than 60%, and **cheap restaurants** rose by over 50%.

60%
+
50%
+

Seeking greater economic literacy.

As the global economy remains uncertain, people are looking for information to increase their financial and economic literacy. They're learning about everything, from the causes of rising prices and inflation to emerging investment trends, to make decisions that count.

 inflation rate  **50%**

Searches for “inflation rate” increased by 50%.

Search interest
in fuel price rise
was also up by

+150%



2.2

Saving Money and the Planet

SAVING MONEY AND THE PLANET | INSIGHT 1



Inflation and sustainability are going hand-in-hand in forming an unexpected alliance.

People are discovering that purchases which support sustainability can help them be savvier about their spending, with search interest in **organic products** more than doubling in India as compared to pre-pandemic levels.⁶

As Indians grew more environmentally conscious, there was a 140% growth in search interest in **affordable and clean energy**

Similarly, there was a 20% increase in search interest in **things that can be recycled**.

+140%

+20%





🔍 sustainability 🎤 +40%

01

Use AI-powered ad solutions to stay nimble as trends shift.

As people navigate shifts in prices without compromising on quality, they are looking for signals that will help them trust a brand,⁷ and make confident purchase decisions. 85% of the people want to trust in the brand they purchase and 80% trust a brand more if they see them on Google Search Ads than on any other online platform, including commerce platforms such as marketplaces.⁸

Source: 7. Google commissioned Kantar/Quantum Report: “Emotional Value of Search 2022”. E4. To what extent do you agree with each of the following statements? Base: Those who have purchased or intend to purchase from the vertical within 12 months IN, All verticals n=1200.

8. Google commissioned Kantar/Quantum Report: “Emotional Value of Search 2022”. Intuitive Associations Test 2.

Base: Those who have purchased or intend to purchase from the vertical within 12 months IN verticals n=1200.

Your brand can use AI-driven ads on Search to immediately deliver the best deals to people as they search for affordable – and trusted – options. Adopt a “tried-and-new” approach that blends traditional Search best practices with Google’s AI-powered products.

For example, combining value-based bidding with broad match keywords can help your brand show up in new, high-performing queries.

+80%

of Google advertisers around the world now use automated bidding to unlock Search’s full potential.⁹

Brand Example

Samsung India adopted value-based bidding for its Search campaigns to grow its D2C e-commerce revenue in the pre-festive period. It was able to optimize for online (web and app) conversion events, and reach customers that helped them maximize their profits. This led to 5x revenue growth, and about a 20% increase in average order value.



02

Be transparent in your sustainable efforts.

Today, environmental issues have become a pressing issue among people in India. Consumers are taking note of this more than ever before, prioritizing their search for green brands. Brands poised to thrive are those that innovate to minimize their environmental impact while strengthening credibility by offering full transparency about their sustainability efforts.

Look back
to move
our market
forward

THEME 3



Finding joy

FINDING JOY

In the face of constant waves of disruption, people are realizing that they don't want to put their lives on hold any longer. **While uncertainty persists, they're no longer letting it stop them from living their best lives,** whether it's indulging in a massage or attending 2022's Fifa World Cup. Instead, they're finding ways to enjoy life's little luxuries, even if it means making concessions or spending extra time searching for better deals.

FINDING JOY

People have also merged their online and offline lives into a continuum, with people wholeheartedly embracing the convenience of digital services and the unique magic of offline experiences. With India poised to become a trillion-dollar digital economy by 2026,¹⁰ we see rising searches in digital services like subscriptions and instant delivery. At the same time, people are going offline in bigger ways as compared with previous years: Live concerts and movies are back on the calendar, and luxury experiences like staycations are back on the menu.

Finding joy

3.1

Little Luxuries and Cheap Thrills

LITTLE LUXURIES AND CHEAP THRILLS



Sharukh and Abhisek India

Sharukh is living his best life. The music composer ditched his studio and is now working mostly remote. The more he does online, he says, the more he can free up his life offline. This has allowed him to travel more, and prioritize an active lifestyle with his best friend Abhishek.

People care about value but they aren't ready to give up the little luxuries in life.

They're searching for ways to fit expensive purchases into their budget. Some may wait to invest in more expensive purchases, but many others are diving right in.

+140%

fifa world cup ticket is increasingly popular in India, with search interest rising by over 140%.

Interest in searches related to luxury spiked in India, with +60% increase in search interest in “luxury perfume”, and +40% rise in search interest in “luxury hotel”.

🔍 luxury perfume 🎤

🔍 luxury hotel 🎤



3.2

**Travel
Resumed,
Even if
it's Budget**

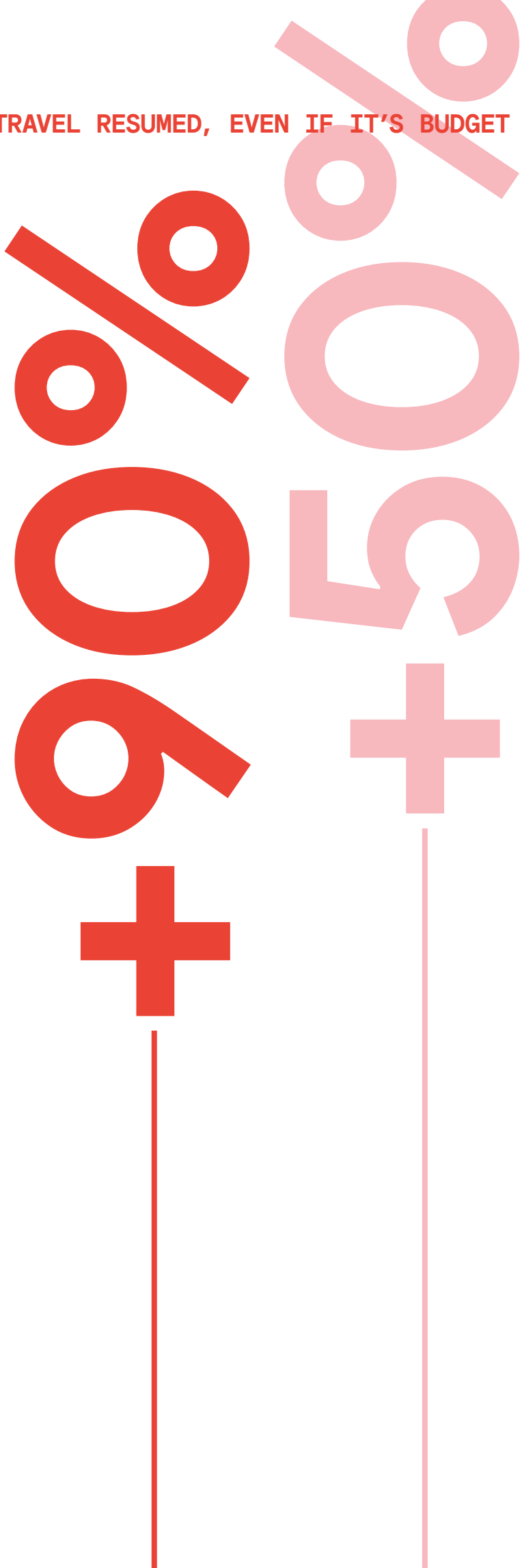
In 2022, demand for travel surpassed 2019's pre-pandemic levels across most of APAC

with 83% of Indian respondents saying they want to travel as much as possible in the near future.¹¹

Source: 11. [Google/Kantar, The New APAC Traveler](#), n=6004, Fieldwork August 2022

A1. Thinking about your travelling preferences in general, please select which of the below most applies to you.

Leisure Travelers, n=6004 (India, 1000; Australia, 1002, Japan, 1001, Indonesia, 1000, Thailand, 1000; Vietnam 1001).



As people plan their travel, search interest in **thailand trip** increased by over 90% in India.

While search interest in **europa trip** grew by over 50%.

TRAVEL RESUMED, EVEN IF IT'S BUDGET | INSIGHT 1

+80%

increase in queries
for **international trip**.

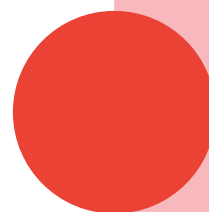


3.3

**Using Online
to Simplify
the Offline**

People are increasingly savvy about which channels they use to optimize their experiences.

They're using digital services in bigger ways than ever before to make their lives easier, and investing the time they save to enjoy the offline experiences that matter to them.



Online search trends:

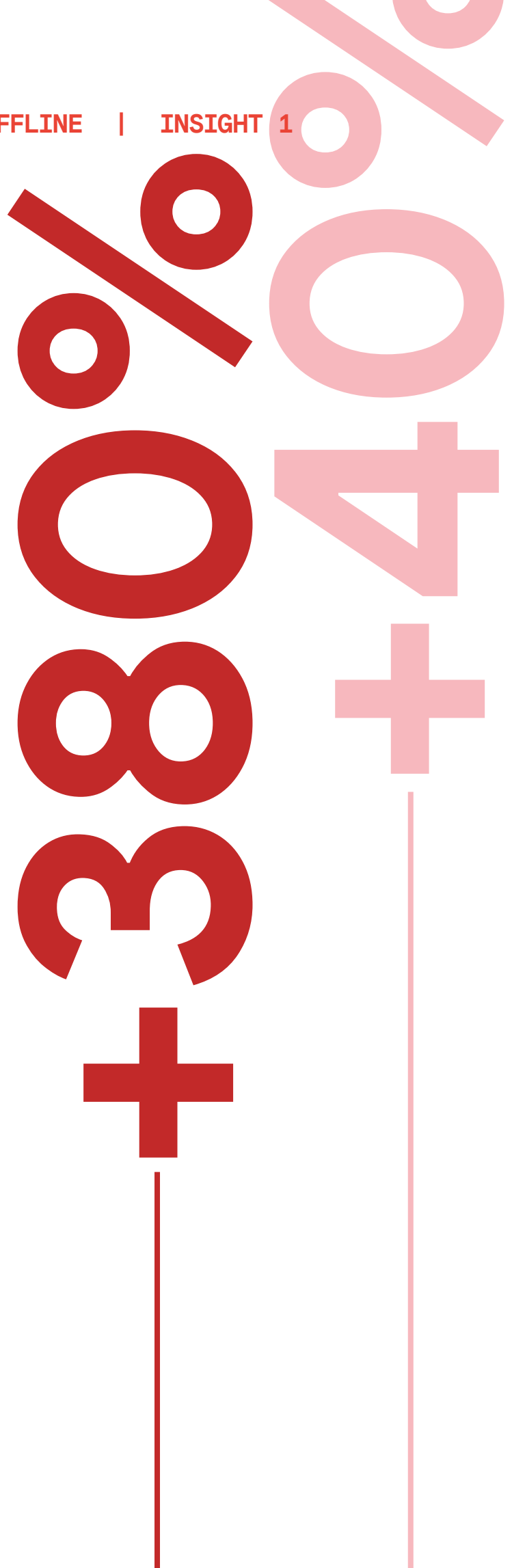
To use online to simplify the offline, search interest in **buy now pay later** jumped by over 150% in India.

Similarly, search interest in **instant delivery** grew by over 180% in India.



Search interest
in **ott release**
grew by over
380% in India.

While search interest
in **e-wallet** rose by
over 40%, as people
were using it more to
make payments.



Offline activity search trends:

People utilized the time they saved online to search for experiences that bettered their offline lives in bigger ways. There was a 170% increase in search interest in “cricket match ticket”, and 80% rise in search interest in “live concert”.

🔍 cricket match ticket 🎤

🔍 live concert 🎤



Search interest in **movie in theatre** rose by over 220% in India.

While search interest in **class near me** rose by over 50%.

+220%
+50%



Marketing implications

01

Respond to consumer demand in real-time.

These Search trends give us a sense of what matters to people in the moment; how they're feeling and what they're looking for. For instance, 65% of respondents in India say they use Google whereas 64% use YouTube to find information at the dreaming, planning, and booking stage of their trips.¹² Use the [Google Ads Insights](#) page to identify new and changing consumer demand — and respond quickly, including in real-time. The data shows how search behavior is shifting in the moment, and can be tailored to individual business preferences, such as location and language.

Source: 12. Google/Kantar, The New APAC Traveler, n=6004, Fieldwork August 2022

Which of the below sources did you use / would you use to find information at the dreaming / planning / booking stage of your trip? Leisure Travelers, n=6004 (India, 1000; Australia, 1002, Japan, 1001, Indonesia, 1000, Thailand, 1000; Vietnam 1001).

02

Rethink online and offline boundaries to meet your shoppers wherever they are.

Today's customers are living — and shopping — in a channel-less world, making a frictionless omnichannel strategy more important than ever. Globally, search interest for **in-store** nearly tripled since the beginning of 2022.¹³ At the same time, 90% of APAC consumers expect retailers to sell their products online, and even those who purchase offline still refer to at least one digital channel for research.¹⁴

Source: 13. Google Trends, Worldwide, Shopping Category, Jan 1, 2022–Nov 3, 2022.

14. Google-commissioned Ipsos COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ZA, KR, ES, U.K., and U.S., n=500–1,000 online consumers 18+ per market, Dec. 2–5, 2021.

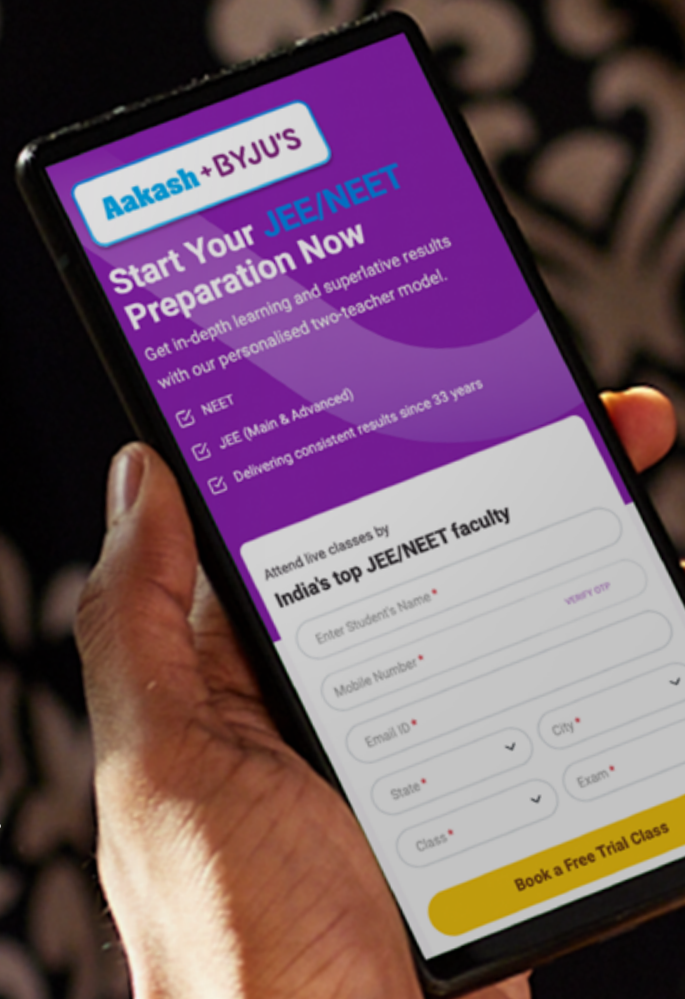
Use Performance Max campaigns to promote your products or services across all of Google's advertising channels and inventory by creating one easy-to-manage campaign.



Brand Example

Aakaash BYJU was looking to drive incremental interest for their education centers at an efficient cost. It leveraged Local Campaigns, now integrated with Performance Max, for offline visits, to enable radius level-targeting, and to reach relevant customers.

It also developed relevant creatives for different formats, such as text, display, and video to enable more personalized targeting.



Brand Example

These campaigns drove a 400% increase in phone enquiries, and 13x higher engagements in the form of customers enquiring about directions to their centers for two months following the calls.

+4000%
13X

The marketing tips that we've shared here will help you unlock consumer trends in India, and find business growth through Search and marketing innovations. We'll continue to share more of such important consumer trends and marketing strategies throughout the year on [Think with Google](#), so stay subscribed for the latest insights.

All Google Search data points included in this report are from Google Trends, Sept 2021-Sept 2022 versus year over year, unless otherwise indicated.

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