

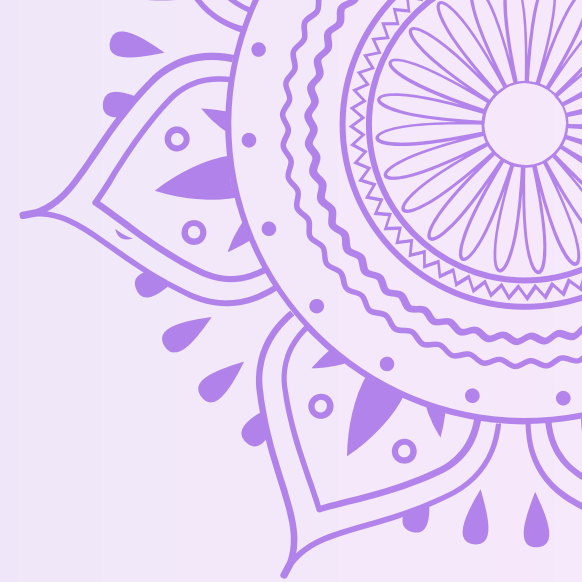


The
**Festive
Report
2024**

— PART 2 —

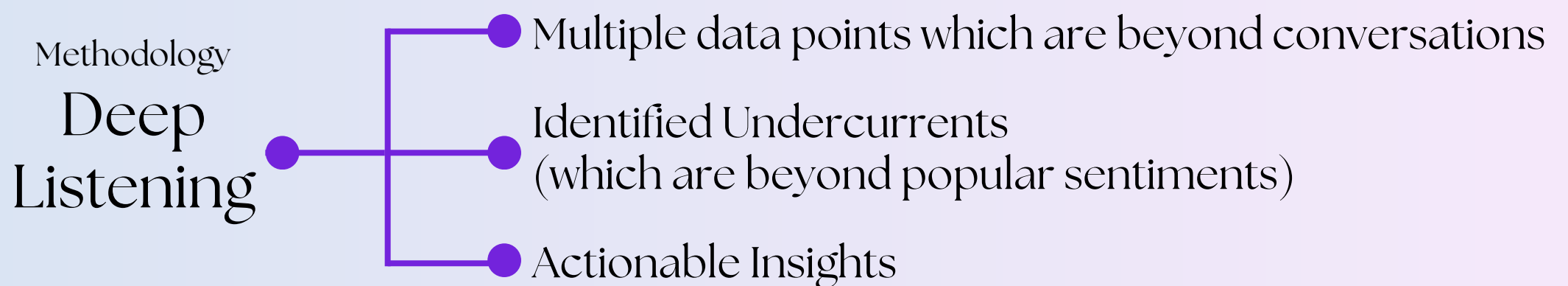
POWERED BY





Hi, I'm 

This festive season GIPSI shares
6 insight capsules in the Part-2 report
to get you ready for Festive'24

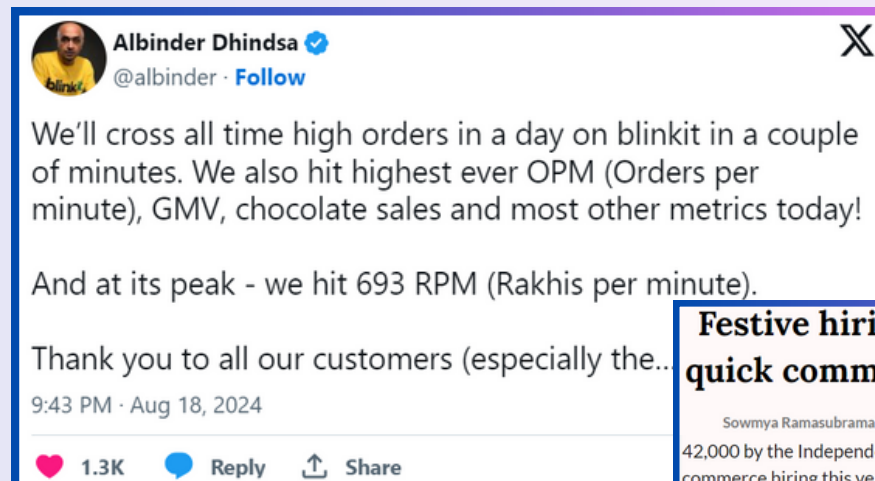
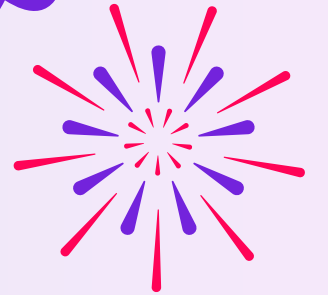


Data Timeline: Pre-Festive 2023 - Pre-Festive 2024.
(Jan 2023 - Aug 2024)



Festive shopping shifts from Planned to Impulse

Quick
Commerce
is Booming!



Festive hiring boom: E-commerce, quick commerce set to lead the way

Sowmya Ramasubramanian, Devina Sengupta, Suneera Tandon | 6 min read
42,000 by the Independence Day weekend. The quick commerce and e-commerce hiring this year is estimated to be 15-20% more than last year in both temporary and gig worker space," Lohit Bhatia, president of workforce management at staffing company Qness Corp, said.

Blinkit seeing growth in smaller cities: Zomato CFO Akshant Goyal

Quick commerce platform Blinkit is witnessing growth in smaller cities as well and the plan is to widen its footprint gradually, Akshant Goyal, chief financial officer of its parent company, Zomato, said on Wednesday.

22% ↑

rise in monthly active users on India's top 5 quick commerce apps in Jul'24 vis-a-vis Jan'24.

71% ↑

rise in mentions hunting for **great offers** on quick commerce apps in Jan to Jul'24 vis-a-vis Jun to Dec'23.

127% ↑

rise in conversations claiming quick commerce to be a saviour with **late night deliveries** in Jul'24 vs Jan'24.

2x ↑

rise in chatter around buying electronics on quick commerce apps from 1st Jan' 24 to 31 July' 24

50% ↑

rise in avg. monthly searches for **same day delivery** in Jan to Jul'24 vis-a-vis Jan to Jul'23.

64% ↑

rise in discussions around buying **gifts last minute** on quick commerce apps in Aug'24 vs Aug'23.



tonic
WORLDWIDE

Festive shopping shifts from Planned to Impulse

Insight

Quick commerce is spoiling the consumers. Starting by nudging trials with emergency orders which eventually turns into a habit. We will see more planned shopping lists entering impulse buying carts this festive season

Implication

Ride the rise of quick commerce this festive season. Be discovered or be promoted. But be quick!



First Party (Data) then Nurture

6M ↑

more **unique app installs** during festive compared to pre-festive (Oct to Dec'23 vs May to Jul'23) in the shopping category.

17% ↑

rise in discussions around **innovative first-party data collection methods** by marketers in Jan to Jul'24 vis-a-vis Jun to Dec'23.

62% ↑

more discussions around **Account Based Marketing** by marketers in Jan to Jul'24 vis-a-vis Jun to Dec'23.

Notifications are Desirable*

*as we saw in GIPSI Festive Report Part1.

3x ↑

rise in mentions of '**sign-up discounts**' on X from Jan to Jul'24 vis-a-vis Jun to Dec'23.

297K+

more avg. monthly searches in Jun'24 for '**gift guides**' indicating the interest for cheat sheets on gifting.

88% ↑

rise in discussions around **first-party data** by marketers in Jan to Jul'24 vis-a-vis Jun to Dec'23.

23% ↑

rise in avg. monthly searches to learn more about **Instagram comments automation** in Jul'24 vs Jan'24.

283K+

comments on top 20 reels showcasing products with the CTA : **comment for link** since Jan'24.



First Party (Data) then Nurture

Insight

Notifications are welcome, intrusions are tolerable, shopping is TOM - it's a good time for 1PD.

Implication

'Intrusion' guards are down during festive season, use them to build first party data during festivals & nurture them post festive season.



It's time to review REVIEW!

4000+

avg. monthly searches for 'honest reviews' from Jan to Jul'24.

2x ↑

rise in conversation on X around buying products after reading reviews in May to Jul'24 as compared to May to Jul'23.

7x ★★★★★

rise in conversations about reviews around travel, shopping and automobiles in May'24 to Jul'24 vis-a-vis May to Jul'23.

114% ↑

increase in discussions on trusting & decision making based on Google reviews on X during festive season (Aug to Dec'23).

27M+

views on top 20 YT shorts on 'Keep or Return' reviews in the fashion category since From Jan'24 to July'24.

96% ↑

rise in chatter on X showing concern & complaining about 'fake reviews' from May to Jul'24 vis-a-vis May-Jul '23.

On the lookout for LEGIT reviews this festive!

99K #Skincare musthaves	95.2K # wishlinked	205K #amazon bestsellers	410K # best outfits	137K #Fashion musthaves
129k #Skincare productsthatwork		23.1K # genuine brands	86.3K # triedandtrue	
39.7K # Quality skincare	28.6K # useful gadgets	19K # honest reviewer	16K # most requested	722K # not sponsored
82.5K # tried andtested		105K # whatiordered vs whatigot		

It's time to review REVIEW!

Insight

Review is the last mile but increasingly there are trust issues building up for this powerful touchpoint.

Implication

Strict regulations, filtering bots leading to the need for a revamp of review strategy. Example: Quantity of reviews can backfire.



Music, Video Streaming & Inspiration

Music

3923↑

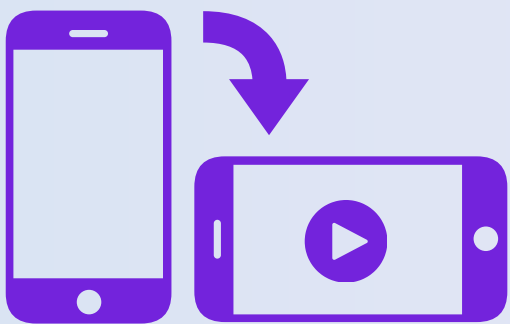
more minutes spent on music streaming across India's top music OTT platforms during Jul to Dec'23 vis-a-vis Jan to Jun'23.

Personalization

57%↑

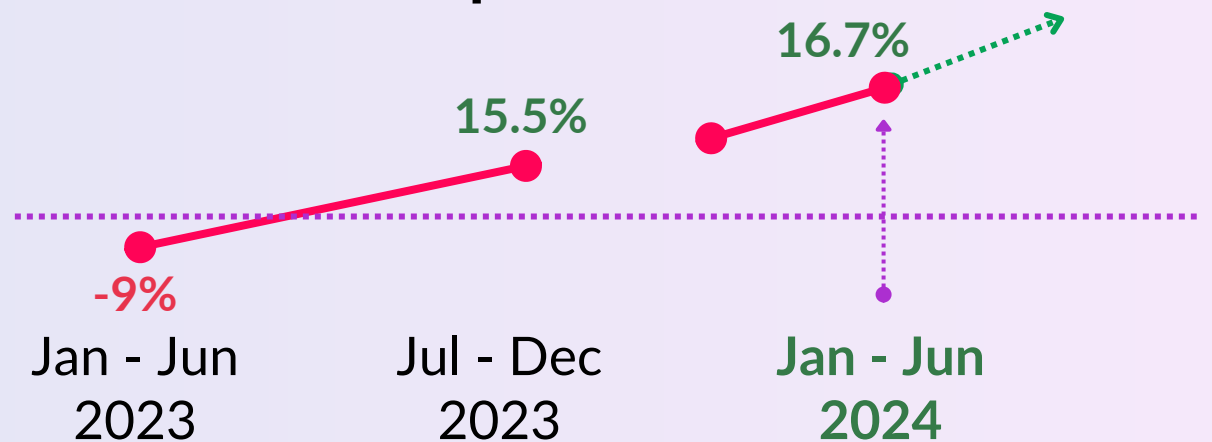
rise in conversations around using **AI for personalization** during festivals during Jan to Jul'24 vis-a-vis Jun to Dec'23.

Video Streaming



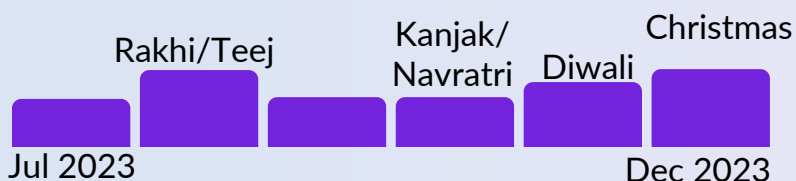
Content consumption in pre-festive'24 surpasses 2023 festive season, indicating a potential surge during 2024 festive season.

Rise in total minutes spent on OTT platforms



Inspiration

Rise in 'gifting ideas' searches during festive months in 2023.



68% rise in searches for 'outfit ideas' in Festive'23 compared to Pre-festive'23.



People search for ideas and gather inspiration as they approach the festive season.

82% rise in 'recipe ideas' searches during Festive'23 compared to Pre-festive'23.



20x rise in 'home decor ideas' searches during Festive'23 vis-a-vis Pre-festive'23.



Music, Video Streaming & Inspiration

Insight

Make Music, Video Streaming & Inspiration your marketplace this festive season.

Implication

Festive season will see a rise in consumers spending time in these activities, it's best to reach them where their heart is with personalization. Use AI personalization & QR codes to give the last nudge.



'App' with Benefits

7%↓

decline in consumer retention rate on India's top 5 online shopping apps in Jan to Jun'24 vis-a-vis Jan to Jun'23.

42%↑

rise in discussions on X around discounts on app purchases in Jan'24 to Jul'24 vis-a-vis Jan'23 to Jul'23.

12%↑

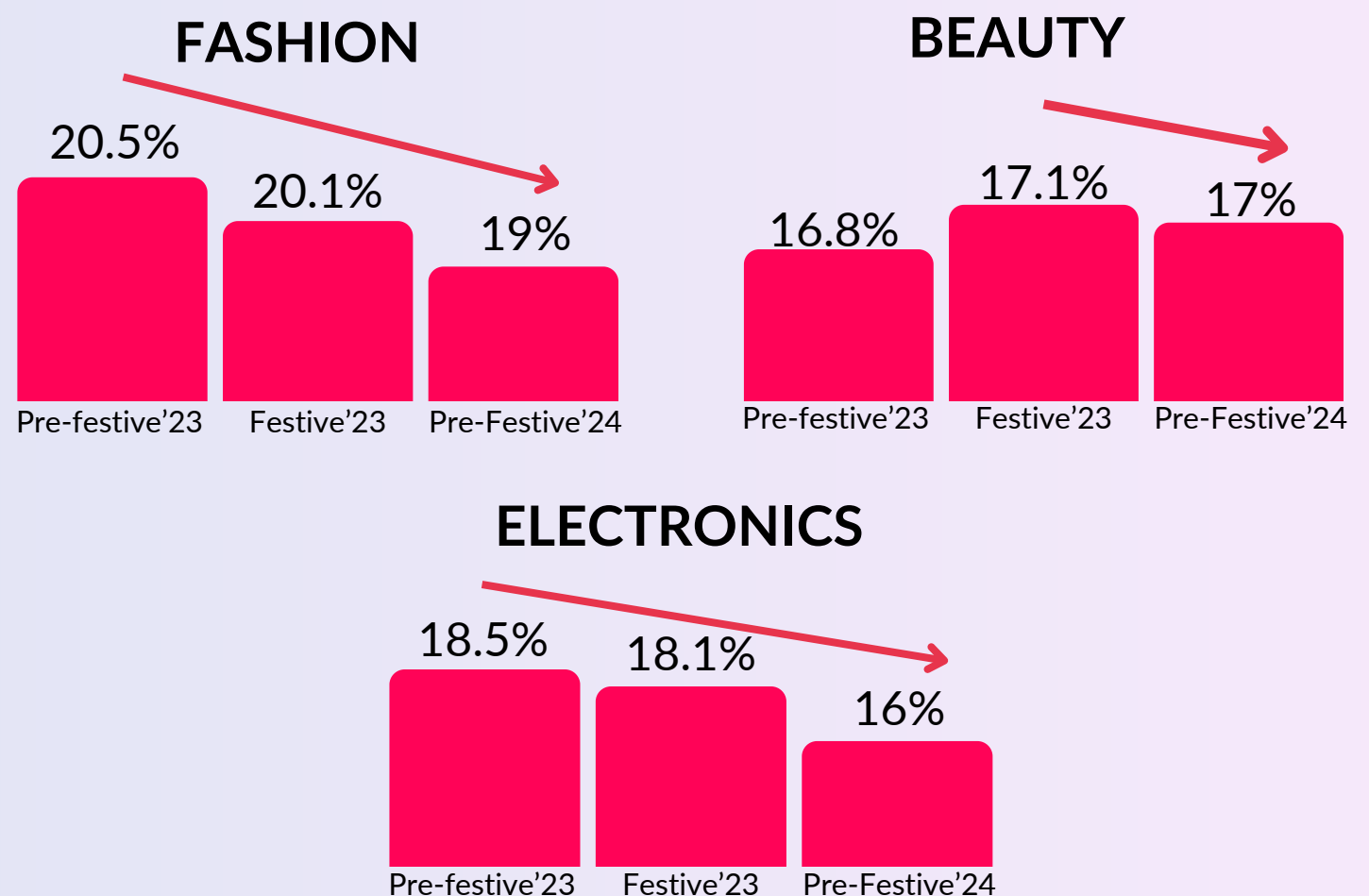
surge in discussions around users uninstalling apps due to poor user experience (UX) in Jan to Jul'24 vis-a-vis Jan to Jul'23.

There is a **rise in app installs & consumption** during festive.

	App Installs Oct-Dec'23 vs May-Jul'23	App Consumption MAU in Oct-Dec'23 vs May-Jul'23
Apparel	9.4M ↑	583M+ ↑
Beauty	9.2M ↑	311M+ ↑
Electronics	9.6M ↑	319M+ ↑

Contrast to the increase in installs & consumption, there is a **drop in app retention** in the past 18 months.

% values are category retention rate on day 2 post app install.



'App' with Benefits

Insight

Repeat 'Install-Uninstall' is the new expression of app loyalty.

Implication

Don't judge the consumer by the download, instead judge them by the number of transactions.

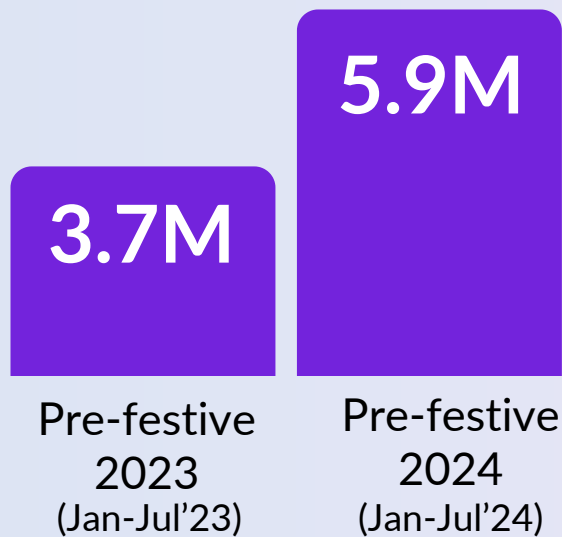


Skip to the Good Part

Jumping to the BOFU is the good part

Pre-festive in-market audience is higher in 2024 than pre-festive 2023.

Avg. monthly 'sale' searches



Avg. monthly searches for both **branded and non-branded sales** have seen a surge during the festive season.

'Branded' vs 'Non-branded' Sale searches



INNOVATIVE MEDIA TOUCHPOINTS

OVERLAY ADS TO TURN AWARENESS INTO PERFORMANCE

Meta is gearing up to bring reel overlay ads on Facebook & Instagram.



KEEP IT QUICK, KEEP IT 'SHORT'

YouTube Select Shorts ads reported having 90% longer VTR than ads on other social media platforms.



SHORT & CRISP HEADERS WILL BRING IN CLICKS

Google launched single headline responsive ads, where it will show a shorter, single headline. This is predicted to improve ad performance.



Source: Meta Newsroom, Google

Skip to the Good Part

Jumping to the BOFU is the good part

Insight

During festive season everyone is an in-market audience with active interest in top categories.

Implication

If you're not the leader you can skip TOFU & skip to the good part - BOFU. **BECAUSE**, your audience is already 'in' market.



CHECK OUT PART-1



HERE

To Know More About GIPSI, please visit
www.tonicworldwide.com/gipsi

