

Indian Festive Spending to Surge in 2025, Fashion Emerges as Second-Largest Category

Published on 20 Sep 2025 | By IFI Correspondent



Indian Festive Spending to Surge in 2025, Fashion Emerges as Second-Largest Category

India's festive season in **2025 is set for a major boom**, with **fashion and apparel emerging as one of the biggest winners**, according to the **Hansa Research Festive Insights** report.

The study shows that **72% of urban consumers plan to increase their festive spending this year**, with almost **one in three aiming to spend over 50% more than usual**. Among categories expected to dominate, **fashion and apparel account for 39% of consumer intent**, making it the **second-largest segment after electronics and home appliances**.

Hybrid Shopping Takes Centre Stage

Consumer behaviour continues to shift towards **hybrid shopping**. While **80% of respondents plan to shop online**, over half also intend to visit retail outlets, with **25% preferring a mix of both channels**. For apparel retailers, this opens new opportunities to engage customers across touchpoints.

Fashion as Gifting and Self-Expression

Gifting remains integral to festive purchases, with:

- **51% choosing experiences**
- **42% preferring local or handmade items**
- **29% opting for personal care and customised products**

Discounts and promotions remain the strongest driver, cited by **78% of consumers**, while **55% prefer campaigns rooted in culture and emotion**. Interestingly, only **19.5% could recall a memorable campaign** from last Diwali, highlighting the need for stronger storytelling.

Sustainability & Cultural Resonance Lead the Way

Sustainability is no longer niche: **78% of consumers prefer eco-friendly fashion options**, and **66% favour brands aligned with festive traditions**. This signals a clear direction for apparel labels to balance **value, cultural relevance, and environmental responsibility**.

“The festive season represents a critical window for fashion and apparel players,” said **Praveen Nijhara, CEO of Hansa Research**.

“Brands that successfully combine value-led promotions with culturally resonant messaging stand to gain most in this high-stakes period.”

As India gears up for its most vibrant season, **fashion stands at the forefront of consumer intent**, blending **tradition, sustainability, and modern retail innovation**.

For more style updates & exclusive fashion stories follow **indiafashionicon.com**

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.