TRA Research Launches India Buying Intent Index (BII)

May 2026 BII rose 2.6% from March'26, and was 3.9% above the January Level

5 June 2026, Mumbai - TRA Research today announced the launch of **India Buying Intent Index (BII)**, a new macro-economic index designed to decipher how urban India is considering buying across brands, categories and sectors. Conceptualized by TRA Research, India Buying Intent is based on a measure of **Brand Trust** and **Brand Desire** the coming together of which forms Buying Intent. BII is measured monthly and is a forward-looking economic index.

May 2026 BII stands at 98.60 remaining stable from the previous month showing a **0.40% decline from last month**, but remains **above its 3-month trend of 97.83**. BII showed a downward movement from **100.2 in Oct'25** to **94.9 in Jan'26**, a cumulative decline of **5.3%**. From March 2026, BII rose from **96.1 in Mar'26** to **98.6 in May'26**, a cumulative increase of **2.6%**. The May'26 reading is **3.9% above Jan'26** and **1.4% below the Apr'25 base**. TRA Research notes that the market is not under pressure, but is still waiting for stronger direction. BII is normalized by marking April 2025 BII to 100.

The May'26 brief also shows a market that is balanced, yet not fully confident. On one side, **49.1% of brands are pushing Desire higher**; on the other, **48.5% are rebuilding Trust**. That split suggests that while brands continue to attract interest, consumers are still weighing proof, relevance and reassurance before they commit. The platform also shows that **62.61% of buying is deliberate**, while **37.39% is instinctive** which indicates that India's consumer is still comparing, evaluating and taking time before purchase.

N. Chandramouli, CEO, TRA Research said, *"With the Buying Intent Index, have created a macro index that is simple to read, but deep enough to matter. It gives businesses, media and analysts a clearer view of where consumer confidence is holding, where it is slipping, and where momentum is building. That is the real value of the platform that it turns consumer movement into something that can be seen and acted upon."*

As businesses across sectors seek a clearer understanding of a constantly evolving consumer becoming extremely difficult to decipher, BII may help marketers to make more precise decisions regarding brand actions and spends. This is the 13th month of continuous measurement of BII.

The monthly tracking capability is designed to help users understand not just the state of the market, but its direction. By monitoring changes in brand and category momentum month after month, the index offers an early view of emerging consumer trends, competitive shifts and evolving purchase behaviour across the marketplace.

The index is designed for a wide set of users, including brands, marketers, agencies, media houses, consultants, researchers and business analysts who need timely, credible and easy-to-understand consumer intelligence. TRA Research believes the Buying Intent Index will help move the conversation beyond assumptions and into evidence giving the market a clearer, more human reading of what consumers is really doing, and what they are likely to do next.

Official Link of BII: https://www.buyingintent.in/

About TRA Research:

TRA Research is one of India's leading brand intelligence and consumer research companies, known for its work on Trust and Desire. Through proprietary research frameworks and large-scale consumer studies, TRA Research has been studying the drivers of brand preference, consumer confidence and purchase behaviour across categories and sectors.

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