TRA Research’s India Buying Intent rises to 99.60 in June 2026, but recovery remains selective

June India BI gains 1.01% over May; only 11 of 35 super-categories expand, signalling a market that is improving but not yet broad-based

3 July 2026, Mumbai: TRA Research today released the June 2026 reading of **India Buying Intent**, the world’s first macro-economic index built for marketers allowing them to get a reading of urban India’s keenness to buy. The June 2026 India BI stands at **99.60**, up **1.01% over May 2026**, and above its **3-month trend of 99.03**.

The June reading shows that India’s buying intent is improving, but the recovery remains selective. While India BI has moved upward and is classified as **Accelerating**, only **11 of 35 super-categories** expanded during the month. This suggests that the market is not under pressure, but neither is it in a broad-based demand surge.

N. Chandramouli, CEO, TRA Research, publishers of BII data, said, “The movement points to a consumer market in consolidation. Buying readiness is strengthening in some pockets, while others remain cautious. For marketers, the signal is clear: June is a month for sharper category reading, not uniform optimism,”

Among the larger consumer-facing categories, **Food & Beverage** strengthened from **10.10 in May 2026 to 12.60 in June 2026**, making it one of the strongest contributors to national buying intent during the month. **FMCG** improved from **7.00 to 8.20**, **Gadgetry** from **8.00 to 8.70**, **Digital** from **6.00 to 6.30**, and **BFSI** from **4.80 to 5.10**.

However, the recovery was not even. **Consumer Electronics** softened from **13.20 to 11.90**, **Automobile** from **8.70 to 7.80**, **Personal Accessories** from **5.80 to 4.70**, and **Retail** from **4.40 to 3.40**. This unevenness indicates that consumer intent is moving, but not spreading equally across the marketplace.

At the super-category level, the highest month-on-month expansion was seen in **Alcoholic Beverages**, followed by **Kitchen Care, Telecom, Fast Moving Electrical Goods and Transportation**. The sharpest contractions were seen in **Construction, Energy, Dinnerware, Diversified and Healthcare**.

“June shows a market that is improving, but still not fully confident. A 1.01% rise in India BI is a positive signal, but with only 11 of 35 super-categories expanding, marketers should not read this as a broad demand breakout. The opportunity is real, but it is concentrated. Brands will need sharper timing, clearer category focus and stronger Trust and Desire signals to convert this intent into buying,” Chandramouli added,

India Buying Intent is built on two forces that sit behind every purchase decision: **Trust and Desire**. Prices, incomes and interest rates influence much of a purchase, but the consumer’s readiness to buy is the one part that marketing can move. India BI captures this readiness as a monthly national signal, helping marketers understand whether the demand cycle is strengthening, weakening or holding steady.

For marketers, the June reading suggests that campaign planning should not treat the market as uniformly buoyant. Categories showing rising intent may justify stronger media weight and sharper conversion-led action, while contracting categories may need reassurance, proof, value signalling and trust-building before aggressive selling.

The monthly tracking of India BI is designed to help brands, marketers, agencies, media houses, consultants, researchers and business analysts 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.

Official Link of India Buying Intent:
https://www.buyingintent.in/

About India Buying Intent Index:
India Buying Intent is the world's first macro-economic index built for marketers. It gives a monthly, national read on how ready India is to buy. Of everything that shapes a purchase, Buying Intent is the one part marketing can move, and this index is its macro signal.

India Buying Intent is built on two forces that sit behind every purchase decision: **Trust and Desire**. Trust reflects reassurance, belief and confidence in a brand, while Desire reflects pull, relevance and the consumer's urge to choose. Together, they produce Buying Intent.

Measured monthly across brands, categories and sectors, India BI helps marketers read the direction of demand, phase campaigns and launches, direct budget to rising intent, and improve returns by aligning marketing weight with consumer receptivity.

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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