Buying Intent Index
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MONTHLY SUMMARY · INDIA BUYING INTENT

August 2026

What moved India's keenness to buy in August, from the national number down to the brands.

Readings as stored on 23 September 2026 · Base: April 2025 = 100

INDIA BUYING INTENT

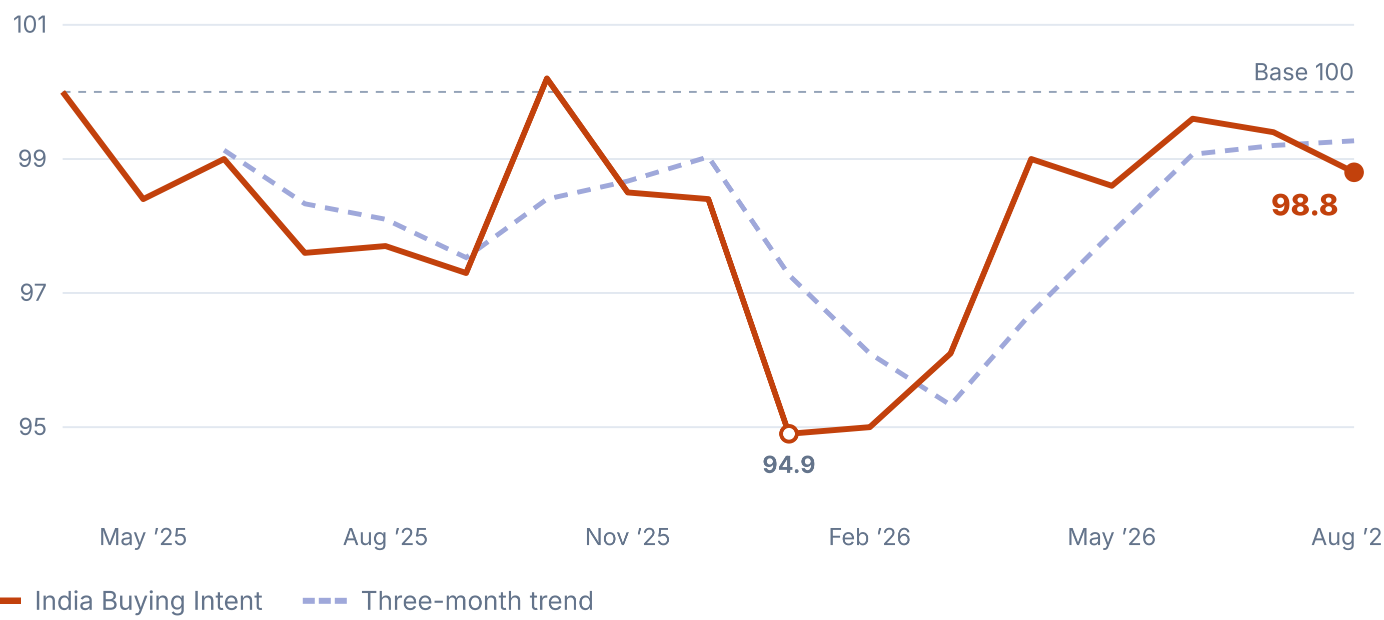
98.8

▼ −0.6 from July

- A second monthly dip, but still **+1.1** on August 2025.
- Trust and Desire both at **98.8**, each −0.6.
- Technology **+13.6%**, Automobile **+5.1%**; Food & Beverage **−10.0%**, FMCG **−8.7%**.
- Hyundai gained the most (**+301.7**); Maruti Suzuki fell the most (**−344.5**).
- Dell leads on Trust, Desire and Buying Intent.

1 · THE NATIONAL READING

A small dip, and the second one in a row



vs July ’26	vs 3-month trend	vs Aug ’25
99.4	**99.3**	**97.7**
▼ −0.6	▼ below	▲ +1.1

India Buying Intent moved from 99.4 in July to 98.8 in August. On its own that is a small step. It follows a slip in July, though, and it leaves the index just under its three-month trend of 99.3.

Last August the reading was 97.7, so the market is still ahead of where it stood a year ago. The lowest point in these 17 months was 94.9 in Jan ’26, and the highest was 100.2 in Oct ’25.

MONTH	TRUST	DESIRE	BI	TREND
Aug ’26	98.8	98.8	**98.8**	99.3
Jul ’26	99.4	99.4	**99.4**	99.2
Jun ’26	99.7	99.6	**99.6**	99.1
May ’26	98.7	98.5	**98.6**	97.9
Apr ’26	98.8	99.1	**99.0**	96.7
Mar ’26	96.1	96.1	**96.1**	95.3
Feb ’26	95.0	95.0	**95.0**	96.1
Jan ’26	94.9	94.9	**94.9**	97.3
Dec ’25	98.2	98.5	**98.4**	99.0
Nov ’25	98.6	98.5	**98.5**	98.7
Oct ’25	100.1	100.2	**100.2**	98.4
Sep ’25	97.3	97.3	**97.3**	97.5
Aug ’25	97.7	97.7	**97.7**	98.1
Jul ’25	97.7	97.5	**97.6**	98.3
Jun ’25	99.0	99.1	**99.0**	99.1
May ’25	98.3	98.5	**98.4**	–
Apr ’25	100.0	100.0	**100.0**	–

2 · UNDER THE SURFACE

Trust and Desire eased together

TRUST

98.8

▼ −0.6 from July

DESIRE

98.8

▼ −0.6 from July

Trust is how sure people feel about a brand. Desire is how much they want it. In August both slipped by the same amount, so neither one explains the dip by itself.

Brands split almost evenly

Trust rose **50.1%**

Desire rose **52.9%**

Share of brands measured in both July and August whose reading went up. Desire tilted a little more towards gains than Trust did.

How India decided

Weighed it up · 62.6% | **Instinct · 37.4%**

Close to two in three buying decisions were thought through, not made on impulse. That share has barely changed all year: it has stayed between 62.6% and 62.7% in every month since April 2025.

3 · CATEGORIES

The national number hides a split

The national reading moved by 0.6 of a point. Underneath, the super-categories moved by whole percentage points in both directions.

Buying Intent by super-category, June to August 2026, largest first

SUPER-CATEGORY	JUN	JUL	AUG	VS JUL
Consumer Electronics	12.7	14.1	**13.7**	▼ −3.0%
Automobile	9.0	10.6	**11.2**	▲ +5.1%
Food & Beverage	13.7	10.4	**9.4**	▼ −10.0%
FMCG	9.8	9.5	**8.7**	▼ −8.7%
Technology	6.8	6.9	**7.8**	▲ +13.6%

SUPER-CATEGORY	JUN	JUL	AUG	VS JUL
Digital	7.7	7.2	**7.5**	▲ +3.2%
Gadgetry	8.7	7.6	**7.3**	▼ −4.3%
BFSI	5.6	6.4	**5.9**	▼ −7.3%
Personal Accessories	5.0	6.0	**5.0**	▼ −15.7%
Retail	3.6	3.9	**3.9**	▼ −0.4%
Consumer Appliances	2.7	2.6	**3.0**	▲ +15.1%
Manufacturing	3.1	2.4	**2.6**	▲ +9.9%
Apparels	2.4	2.7	**2.6**	▼ −5.9%
Sports	1.6	1.7	**1.6**	▼ −3.9%
Home Care	1.1	1.4	**1.5**	▲ +2.8%
Healthcare	0.7	0.9	**1.3**	▲ +44.4%
Fast Moving Electrical Goods	1.1	0.8	**1.1**	▲ +34.4%
Automobile · Related	1.1	0.9	**1.0**	▲ +14.9%
Telecom Small base, read with care	1.4	0.9	**0.8**	▼ −10.0%
Kitchen Care Small base, read with care	0.8	0.7	**0.7**	▲ +5.7%
Stationery Small base, read with care	0.8	0.6	**0.6**	▲ +8.2%
Energy Small base, read with care	0.2	0.3	**0.4**	▲ +23.4%

Consumer Electronics is still the largest at 13.7, even after easing from 14.1. Technology made the biggest step among the larger ones, from 6.9 to 7.8.

Automobile has now risen two months running, from 9.0 in June to 11.2. Food & Beverage and FMCG have gone the other way for two months.

Rows marked small base sit under 1.0, where a change of a tenth of a point shows up as a large percentage.

4 · BRANDS

The brands that moved most

Twenty biggest gains and twenty biggest drops in Buying Intent from July to August. Each brand is read within its own category.

Biggest gains

Biggest gains in Buying Intent, July to August 2026

#	BRAND · CATEGORY	AUG BI	VS JUL	CHANGE
1	**Hyundai** Passenger Vehicles	818.5	▲ +301.7	+58.4%
2	**Dell** Laptops	2,042.3	▲ +246.8	+13.7%
3	**Toyota** Passenger Vehicles	516.2	▲ +214.4	+71.0%
4	**Honda** Motorcycle · Manufacturer	1,081.8	▲ +196.9	+22.2%
5	**HDFC Bank** Bank · Private	657.9	▲ +190.8	+40.8%
6	**Apple** Personal Technology	341.4	▲ +185.1	+118.3%
7	**Voltas** Air Conditioners	566.3	▲ +184.6	+48.4%
8	**TVS** Motorcycle · Manufacturer	705.6	▲ +181.5	+34.6%
9	**Lenovo** Laptops	813.4	▲ +168.7	+26.2%
10	**Royal Enfield** Motorcycle · Manufacturer	438.3	▲ +145.3	+49.6%
11	**IFB** Refrigerators	239.1	▲ +142.5	+147.6% °
12	**LG** Air Conditioners	487.0	▲ +140.6	+40.6%
13	**LG** Diversified	204.5	▲ +137.1	+203.4% °
14	**Microsoft** Software Products	202.3	▲ +129.6	+178.4% °
15	**Google** Internet Search	597.3	▲ +125.1	+26.5%

#	BRAND · CATEGORY	AUG BI	VS JUL	CHANGE
16	**L'Oréal** Hair Colour	172.0	▲ +118.9	+223.6% °
17	**Toshiba** Washing Machines	166.0	▲ +117.4	+241.6% °
18	**Apple MacBook** Laptops	626.0	▲ +115.5	+22.6%
19	**Whirlpool** Refrigerators	403.1	▲ +107.4	+36.3%
20	**Hewlett Packard** Laptops	826.5	▲ +107.2	+14.9%

Biggest drops

Biggest drops in Buying Intent, July to August 2026

#	BRAND · CATEGORY	AUG BI	VS JUL	CHANGE
1	**Maruti Suzuki** Passenger Vehicles	845.6	▼ −344.5	−28.9%
2	**Titan** Watches	524.7	▼ −288.7	−35.5%
3	**Amul** Milk	484.0	▼ −259.7	−34.9%
4	**State Bank of India** Bank · PSU	593.3	▼ −256.9	−30.2%
5	**Tata Motors** Passenger Vehicles	984.0	▼ −255.7	−20.6%
6	**LG** Washing Machines	487.3	▼ −252.8	−34.2%
7	**Blue Star** Air Conditioners	259.9	▼ −250.5	−49.1%
8	**Sony** Audio Equipments	36.8	▼ −231.1	−86.3% °
9	**LG** Refrigerators	553.4	▼ −227.9	−29.2%
10	**Suzuki** Motorcycle · Manufacturer	80.9	▼ −206.6	−71.9% °
11	**LIC** Life Insurance · PSU	681.3	▼ −200.9	−22.8%
12	**Hitachi** Steel Industry Solution	38.8	▼ −196.4	−83.5% °

#	BRAND · CATEGORY	AUG BI	VS JUL	CHANGE
13	**BoAT** Audio Equipments	216.8	▼ −185.3	−46.1%
14	**Bajaj Finance** Financial Services	140.2	▼ −179.9	−56.2%
15	**Whirlpool** Washing Machines	322.2	▼ −157.1	−32.8%
16	**Airtel** Mobile Service Provider	147.7	▼ −155.2	−51.2%
17	**Ambuja Cement** Cement	154.8	▼ −152.5	−49.6%
18	**Acer** Laptops	288.5	▼ −148.6	−34.0%
19	**Bata** Footwear · Retail	724.0	▼ −148.5	−17.0%
20	**Peter England** Menswear	22.3	▼ −148.4	−86.9% °

° Small base: the brand read under 100 in July or August, so its percentage change looks larger than the move behind it.

What the lists say

Cars appear on both lists. Hyundai and Toyota made the largest gains, while Maruti Suzuki and Tata Motors fell furthest. Within a category, the movement this month was brand by brand.

Motorcycles leaned up. Honda, TVS and Royal Enfield all rose. Suzuki was the one motorcycle maker among the drops.

Laptops rose almost across the board. Dell, Lenovo, Apple MacBook and HP all gained. Acer fell.

Appliance brands moved differently from one product to the next. LG rose in air conditioners but fell in washing machines and refrigerators. Whirlpool rose in refrigerators and fell in washing machines. Voltas gained in air conditioners while Blue Star fell.

Money brands mostly slipped. HDFC Bank rose, while State Bank of India, LIC and Bajaj Finance fell.

5 · LEADERS

Who people trust most, and want most

HIGHEST BUYING INTENT · AUGUST

1	**Dell**	Laptops	2,042.3
2	**Sony**	Televisions	1,110.6
3	**Honda**	Motorcycle · Manufacturer	1,081.8
4	**Vivo**	Mobile Phones	1,081.0
5	**Amazon**	Online Retailer · Diversified	1,073.0
6	**Tata Motors**	Passenger Vehicles	984.0
7	**Apple iPhone**	Mobile Phones	883.0
8	**Oppo**	Mobile Phones	862.4
9	**Maruti Suzuki**	Passenger Vehicles	845.6
10	**Hewlett Packard**	Laptops	826.5

HIGHEST TRUST · AUGUST

1	**Dell**	Laptops	1,715.3
2	**Honda**	Motorcycle · Manufacturer	1,323.8
3	**Sony**	Televisions	994.4
4	**Vivo**	Mobile Phones	966.4
5	**Amazon**	Online Retailer · Diversified	949.4
6	**Flipkart**	Online Retailer · Diversified	921.0
7	**Hewlett Packard**	Laptops	866.2
8	**TVS**	Motorcycle · Manufacturer	855.3
9	**LG**	Televisions	790.1
10	**Lenovo**	Laptops	788.8

HIGHEST DESIRE · AUGUST

1	**Dell**	Laptops	1,944.2
2	**Tata Motors**	Passenger Vehicles	1,029.3
3	**Sony**	Televisions	992.8
4	**Amazon**	Online Retailer · Diversified	973.6
5	**Vivo**	Mobile Phones	969.8
6	**Apple iPhone**	Mobile Phones	931.8
7	**Maruti Suzuki**	Passenger Vehicles	920.8
8	**Oppo**	Mobile Phones	816.5
9	**Apple MacBook**	Laptops	718.6
10	**Hyundai**	Passenger Vehicles	715.5

Dell leads on all three, and its Buying Intent of 2,042.3 is well ahead of the next brand, Sony televisions at 1,110.6. Mobile phones take three of the ten Buying Intent places: Vivo, Apple iPhone and Oppo.

Honda ranks second on Trust but is outside the Desire top ten. Tata Motors ranks second on Desire but is outside the Trust top ten.

Leaders inside the larger super-categories

Top three brands by Buying Intent in each, August 2026.

Consumer Electronics

1	**Sony**	Televisions	1,110.6
2	**LG**	Televisions	781.8
3	**Samsung**	Televisions	710.7

Automobile

1	**Honda**	Motorcycle · Manufacturer	1,081.8
2	**Tata Motors**	Passenger Vehicles	984.0
3	**Maruti Suzuki**	Passenger Vehicles	845.6

Food & Beverage

1	**Amul**	Milk	484.0
2	**Bisleri**	Packaged Drinking Water	406.6
3	**Dabur Honey**	Honey	401.8

FMCG

1	**Lakme**	Cosmetics	318.2
2	**Nivea**	Skincare	292.8
3	**Colgate**	Toothpaste	224.9

Technology

1	**Dell**	Laptops	2,042.3
2	**Hewlett Packard**	Laptops	826.5
3	**Lenovo**	Laptops	813.4

Digital

1	**Amazon**	Online Retailer · Diversified	1,073.0
2	**Flipkart**	Online Retailer · Diversified	825.8
3	**Google Pay**	Digital Payments	614.5

Gadgetry

1	**Vivo**	Mobile Phones	1,081.0
2	**Apple iPhone**	Mobile Phones	883.0
3	**Oppo**	Mobile Phones	862.4

BFSI

1	**LIC**	Life Insurance · PSU	681.3
2	**HDFC Bank**	Bank · Private	657.9
3	**State Bank of India**	Bank · PSU	593.3

Personal Accessories

1	**Bata**	Footwear · Retail	724.0
2	**Tanishq**	Jewellery	559.4
3	**Titan**	Watches	524.7

Retail

1	**D Mart**	Hypermarket · Indian	702.4
2	**Zudio**	Value Fashion	341.5
3	**Godrej Interio**	Furniture	293.2

Consumer Appliances

1	**Kent**	Water Purifiers	461.5
2	**Crompton**	Fans	248.4
3	**Usha**	Fans	203.7

Apparels

1	**Zara**	Fast Fashion	349.3
2	**Biba**	Ethnicwear · Women	338.9
3	**Raymond**	Fabric To Brands	334.5

6 · FOR MARKETERS

What to take from August

1. **Read your category, not only the national number.** India moved −0.6, while Technology rose +13.6% and Food & Beverage fell 10.0%.
2. **Automobile has momentum.** It has risen two months running, but that is the category as a whole. Individual brands moved in both directions.
3. **Food & Beverage and FMCG have softened for two months.** Brands there may find people harder to move this season.
4. **Trust and Desire can part ways.** Honda leads on Trust but not on Desire, and Tata Motors the other way round. Check which of the two your brand is short on.

See where your brand stands

Any brand's Buying Intent, Trust and Desire, free to read.

About the index

India Buying Intent is a monthly reading of urban Indian consumers' keenness to buy, built from Trust and Desire. The national index is based at April 2025 = 100. Brand and category figures sit on their own scale, also based at April 2025, so a brand's number is read against other brands, not against the national index.

The September summary follows the next monthly reading. **buyingintent.in** · TRA Research