



Buying Intent Index

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MONTHLY SUMMARY · INDIA BUYING INTENT

October 2026

What moved India's keenness to buy in Oct '26: why the level stepped down, the categories underneath, and the brands that moved or changed places.

Readings as stored on 1 Nov '26 · Base: Apr '25 = 100

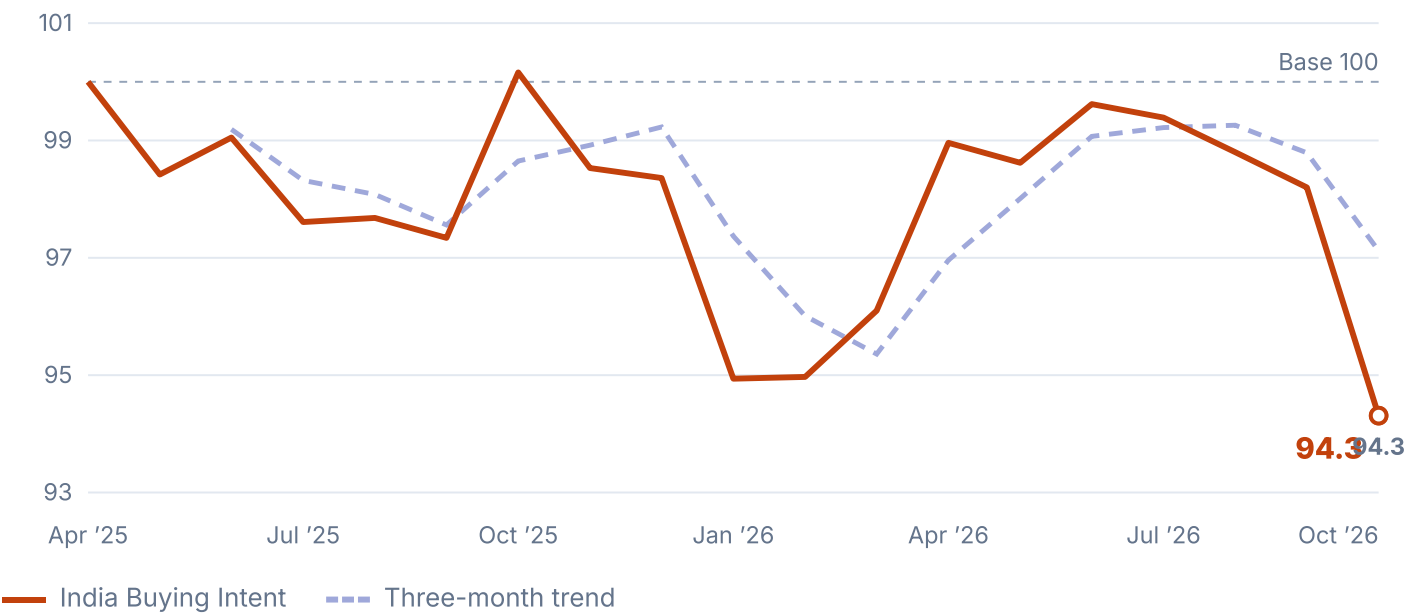
INDIA BUYING INTENT

94.3

▼ -3.9 from Sep '26

- The lowest reading of the series, **-5.8** on Oct '25, its highest. Most of the step comes from a stricter rating scale: read the month on ranks and relative moves.
- Trust at **94.3** (-4.0), Desire at **94.3** (-3.8); about half of all brands still rose on each.
- Food & Beverage **+12.4%** after three months down; Digital **-12.3%**, BFSI **-10.1%**, Retail **-17.4%**.
- Samsung, as a company name, gained the most (**+304.1**); Sony televisions fell the most (**-398.2**) and lost the lead to Samsung.
- Tata Motors took cars back from Maruti Suzuki, Daikin took air conditioners back from Voltas, PhonePe passed Google Pay.
- Dell leads on all three: Buying Intent, Trust and Desire.

A step down, and how to read it



vs Sep '26

98.2

▼ -3.9

vs 3-month trend

97.1

▼ below

vs Oct '25

100.2

▼ -5.8

India Buying Intent moved from 98.2 in Sep '26 to 94.3 in Oct '26. That is the largest monthly fall in the series and its lowest reading. The three dips before it were small: 99.4 in Jul '26, 98.8 in Aug '26, 98.2 in Sep '26. Oct '26 adds 3.9 points in one step. The index sits 2.8 points under its three-month trend of 97.1.

Read the level with care. From this month the interviews use a stricter rating scale: a full set of top marks is no longer accepted. Fewer top ratings pull every reading down together. So the whole index steps down, and the step says more about the ruler than about the market. Two things survive that change intact: how brands rank against each other, and how each brand moved against its own category. The rest of this summary leans on those two.

In Oct '25 the reading was 100.2, the highest of the series, so the year-on-year gap of 5.8 points is the widest yet. Within the series the previous low was 94.9 in Jan '26.

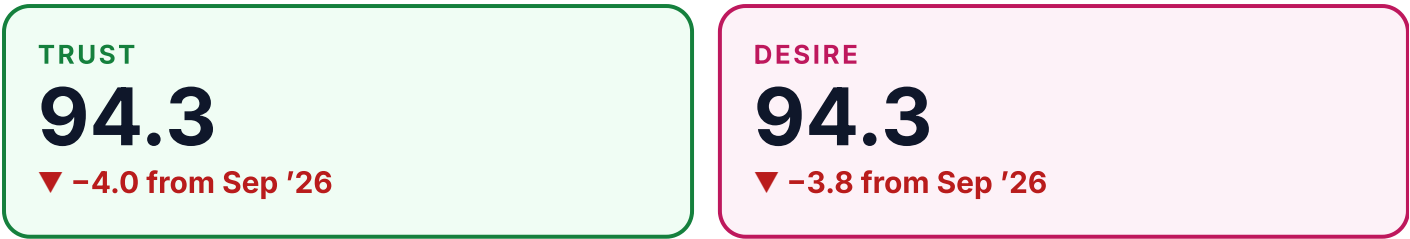
The quarter so far

Q3 '25	Q4 '25	Q1 '26	Q2 '26	Q3 '26	Q4 '26
97.6	99.2	95.4	99.1	98.8	94.3
	▲ +1.7	▼ -3.9	▲ +3.7	▼ -0.3	▼ -4.5

Oct '26 opens the quarter that ends in Dec '26, so that quarter reads 94.3 with one month in. The quarter that closed in Sep '26 stood at 98.8, +1.2 on the same quarter a year earlier. The quarter now open starts 4.9 points under the same quarter of '25.

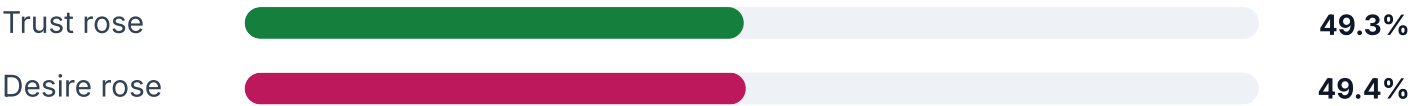
MONTH	TRUST	DESIRE	BI	TREND
Oct '26	94.3	94.3	94.3	97.1
Sep '26	98.3	98.1	98.2	98.8
Aug '26	98.8	98.8	98.8	99.3
Jul '26	99.4	99.4	99.4	99.2
Jun '26	99.7	99.6	99.6	99.1
May '26	98.7	98.5	98.6	98.0
Apr '26	98.8	99.1	99.0	97.0
Mar '26	96.1	96.1	96.1	95.4
Feb '26	95.0	95.0	95.0	96.0
Jan '26	94.9	95.0	94.9	97.4
Dec '25	98.2	98.5	98.4	99.2
Nov '25	98.6	98.5	98.5	98.9
Oct '25	100.1	100.2	100.2	98.7
Sep '25	97.3	97.3	97.3	97.6
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	99.2
May '25	98.3	98.5	98.4	–
Apr '25	100.0	100.0	100.0	–

Trust and Desire fell together



Trust is how sure people feel about a brand. Desire is how keen they are on it. In Oct '26 both fell by about the same amount, Trust by 4.0 and Desire by 3.8. They now sit within a tenth of a point of each other. A fall this even on both sides is what a stricter rating scale looks like. A market losing its nerve would show on Desire first.

Brands still split down the middle



Share of brands measured in both Sep '26 and Oct '26 whose reading went up. The national level fell, yet about as many brands rose as fell on each: brands are read against the month's own totals.

Desire above Trust, and the reverse

Among the hundred brands with the highest Buying Intent, these have the widest gap between the two. A brand with Desire well above its Trust has an appeal it has yet to turn into confidence. A brand with Trust well above its Desire is relied on more than it is sought.

DESIRE ABOVE TRUST				TRUST ABOVE DESIRE			
BRAND · CATEGORY	TRUST	DESIRE	GAP	BRAND · CATEGORY	TRUST	DESIRE	GAP
Air India Airlines · Indian	126.5	491.5	+365.0	7up Aerated Beverages	463.5	46.5	-417.1
Hyundai Passenger Vehicles	380.4	685.0	+304.6	Sony Televisions	777.1	380.8	-396.3
Apple iPhone Mobile Phones	565.2	858.8	+293.7	LG Refrigerators	697.9	407.2	-290.8
Airtel Mobile Service Prov...	121.5	403.1	+281.6	IKEA Home Improvement	477.1	194.4	-282.7
ACC Cement Cement	303.7	561.0	+257.2	Hero Motocorp Motorcycle · Manuf...	552.4	285.9	-266.5
Daikin Air Conditioners	426.8	679.1	+252.3	TVS Motorcycle · Manuf...	623.0	373.1	-249.9

Air India now has the widest gap of Desire over Trust, with Hyundai, Apple iPhone, Airtel and Daikin behind it. 7UP is the other way round after its jump this month: high confidence, little pull. Sony televisions, LG

refrigerators, IKEA and the motorcycle makers Hero MotoCorp and TVS also carry Trust well above Desire.

How India decided



Close to two in three buying decisions were thought through rather than made on impulse. That share has barely changed: it has stayed between 62.6% and 62.7% in every month since Apr '25. Decisions are weighed up most in Transportation (74.8%) and Consumer Electronics (74.6%). A brand in those sectors is judged on its case rather than picked on impulse.

3 · CATEGORIES

Food & Beverage turned up; the online and money sectors fell back

The national reading fell by 3.9 points. Underneath, the super-categories went both ways, and against a year ago the picture is different again.

Buying Intent by super-category, Aug '26 to Oct '26 and against Oct '25, largest first

SUPER-CATEGORY	AUG	SEP	OCT	VS SEP	VS OCT '25	SHAPE
Consumer Electronics	13.7	12.9	12.2	▼ -6.0%	-24.4%	
Automobile	11.2	10.1	10.2	▲ +0.3%	-22.7%	
Food & Beverage	9.4	8.7	9.8	▲ +12.4%	-3.7%	
FMCG	8.7	7.7	7.3	▼ -4.9%	-17.0%	
Technology	7.8	7.7	7.1	▼ -7.1%	+24.2%	
Digital	7.4	7.9	7.0	▼ -12.3%	+53.5%	
Gadgetry	7.3	7.2	6.8	▼ -6.2%	-18.3%	
BFSI	5.9	6.4	5.8	▼ -10.1%	+18.9%	
Personal Accessories	5.3	5.4	5.2	▼ -3.7%	+0.6%	
Manufacturing	2.5	3.5	3.5	▼ -0.4%	+54.9%	
Retail	3.5	3.6	3.0	▼ -17.4%	-13.9%	
Consumer Appliances	3.0	3.2	2.9	▼ -10.3%	-23.5%	
Apparels	2.6	2.5	2.5	▲ +0.5%	-1.6%	
Home Care	1.6	1.9	1.9	▲ +1.5%	+7.9%	
Sports	1.7	1.4	1.5	▲ +5.7%	-34.5%	
Healthcare	1.2	1.0	1.4	▲ +34.9%	+44.2%	
Fast Moving Electrical Goods	1.1	1.0	1.1	▲ +7.2%	+61.8%	
Automobile · Related	1.0	1.1	1.0	▼ -5.9%	+2.0%	
Kitchen Care Small base, read with care	0.8	1.0	0.9	▼ -12.2%	+175.0%	
Telecom Small base, read with care	0.8	1.0	0.8	▼ -20.3%	-32.2%	
Stationery Small base, read with care	0.7	0.7	0.6	▼ -17.9%	-31.0%	

SUPER-CATEGORY	AUG	SEP	OCT	VS SEP	VS OCT '25	SHAPE
Services Small base, read with care	0.4	0.7	0.6	▼ -17.5%	+32.6%	
Energy Small base, read with care	0.4	0.7	0.5	▼ -17.9%	+32.5%	

Consumer Electronics is still the largest at 12.2, though it has now eased three months running from 14.1 in Jun '26. FMCG has fallen four months running, from 9.5 in Jun '26 to 7.3.

Food & Beverage broke its run. After three months down it rose from 8.7 to 9.8, above its Jul '26 reading of 9.4, on soft drinks, chocolate and biscuits. Automobile held at 10.2, with cars up and motorcycles down.

The sectors that led in Sep '26 gave it back. Digital fell from 7.9 to 7.0, below its Jul '26 reading. BFSI fell from 6.4 to 5.8, and Retail had the largest fall among the larger super-categories.

Against Oct '25 the split still runs between services people use online and goods they take home. Digital (4.5 → 7.0), Technology (5.8 → 7.1) and BFSI (4.9 → 5.8) are above where they stood a year ago, even after this month's falls. Consumer Electronics (16.1 → 12.2), Automobile (13.1 → 10.2) and FMCG (8.8 → 7.3) are well below.

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

What moved inside the large super-categories

Categories reading 0.5 or more in Sep '26 or Oct '26, on the category scale. Brands reading 100 or more in either month, on the brand scale, with the change in points.

Consumer Electronics · 12.9 → 12.2

Televisions, air conditioners, washing machines and refrigerators all eased. Sony made the largest drop of any brand and handed the television lead to Samsung. Voltas gave back its Sep '26 rise, so Daikin leads air conditioners again. Samsung, named as a company rather than by product, made the largest gain in the index.

CATEGORIES, SEP → OCT

Televisions	4.2 → 3.6
Air Conditioners	3.4 → 3.2
Washing Machines	2.4 → 2.1
Refrigerators	2.5 → 2.4

BRANDS THAT ROSE MOST

Samsung (Diversified · Consumer Electronics, +304.1), Samsung (Air Conditioners, +151.1), LG (Refrigerators, +140.3)

BRANDS THAT FELL MOST

Sony (Televisions, -398.2), Voltas (Air Conditioners, -233.9), Samsung (Refrigerators, -158.1)

Automobile · 10.1 → 10.2

Cars rose and motorcycles fell. Tata Motors gained the most of any car maker and retook the category from Maruti Suzuki, which has now fallen four months running. Yamaha and Bajaj, both among the Sep '26 risers, made two of the largest drops in the index.

CATEGORIES, SEP → OCT

Motorcycle · Manufacturer	3.3 → 3.1
Two Wheeler · Manufacturer	0.6 → 0.4
Passenger Vehicles · Luxury	0.6 → 0.6
Passenger Vehicles	3.5 → 3.6

BRANDS THAT ROSE MOST

Tata Motors (Passenger Vehicles, +217.3), Mahindra & Mahindra (SUV · Manufacturer, +142.6), Mercedes Benz (Passenger Vehicles · Luxury, +67.0)

BRANDS THAT FELL MOST

Yamaha (Motorcycle · Manufacturer, -220.6), Bajaj (Two Wheeler · Manufacturer, -209.2), Maruti Suzuki (Passenger Vehicles, -168.2)

Food & Beverage · 8.7 → 9.8

Soft drinks, chocolate and packaged snacks rose while tea, milk, ice cream and bottled water eased. 7UP, Nestlé Munch and Parle G led the gains. Lipton lost most of its reading and the tea lead went to Tata Tea.

CATEGORIES, SEP → OCT

Tea	0.9 → 0.5
Ice Cream/frozen Dessert	0.9 → 0.5
Milk	0.8 → 0.6
Packaged Drinking Water	0.6 → 0.5
Packaged Snacks	0.4 → 0.5
Chocolate Bar	0.3 → 0.5
Aerated Beverages	0.3 → 0.7

BRANDS THAT ROSE MOST

7up (Aerated Beverages, +207.3), Nestlé Munch (Chocolate Bar, +150.1), Parle G (Biscuits · Brand, +123.5)

BRANDS THAT FELL MOST

Lipton (Tea, -350.2), Amul (Milk, -213.6), Bisleri (Packaged Drinking Water, -138.7)

BFSI · 6.4 → 5.8

Life insurance and private banks eased as categories; public-sector banks held. HDFC Bank rose for a fourth month running and Star Health kept climbing. LIC gave back a large part of its Sep '26 gain.

CATEGORIES, SEP → OCT

Life Insurance · PSU	0.9 → 0.6
Bank · Private	1.9 → 1.8
Financial Services	0.9 → 0.8
Bank · PSU	0.7 → 0.8

BRANDS THAT ROSE MOST

HDFC Bank (Bank · Private, +125.2), Star Health (Health Insurance · Private, +79.3), State Bank of India (Bank · PSU, +1.8)

BRANDS THAT FELL MOST

LIC (Life Insurance · PSU, -247.5), Niva Bupa (Health Insurance · Private, -129.4), ICICI Bank (Bank · Private, -111.9)

Digital · 7.9 → 7.0

Online retail eased and digital payments held. PhonePe rose past Google Pay to lead payments, and Flipkart rose. CRED, which had risen every month since Jun '26, made one of the larger drops.

CATEGORIES, SEP → OCT

Online Retailer · Diversified	2.1 → 1.9
Digital Payments	1.2 → 1.3

BRANDS THAT ROSE MOST

Phonepe (Digital Payments, +170.2), Flipkart (Online Retailer · Diversified, +116.0), Facebook (Social Media, +60.1)

BRANDS THAT FELL MOST

CRED (Credit Card Management, -206.8), Amazon (Online Retailer · Diversified, -143.2), Meesho (Online Retailer · Diversified, -122.1)

FMCG · 7.7 → 7.3

Soaps rose while shampoo, fabric care, skincare and cosmetics eased. Dove and Wow Skin Science rose; Mamaearth, Plum and L'Oréal hair colour fell.

CATEGORIES, SEP → OCT

Shampoo	0.7 → 0.5
Fabricare	0.6 → 0.4
Skincare	1.2 → 1.1
Cosmetics	0.8 → 0.7
Soaps	0.3 → 0.5

BRANDS THAT ROSE MOST

Dove (Soaps, +77.3), Wow Skin Science (Skincare, +76.0), Whisper (Personal Hygiene Products, +47.9)

BRANDS THAT FELL MOST

Mamaearth (Face Wash, -165.3), Plum (Skincare, -107.9), L'Oréal (Hair Colour, -102.7)

Technology · 7.7 → 7.1

Laptops, the category that carries the super-category, eased: HP and Lenovo fell while Dell held the lead by a wide margin. Software services rose on TCS.

CATEGORIES, SEP → OCT

Laptops	5.2 → 4.4
Software Services	0.5 → 0.8

BRANDS THAT ROSE MOST

Hewlett Packard (Personal Computer, +87.0), TCS (Software Services, +85.9), Intel (Semiconductors, +78.9)

BRANDS THAT FELL MOST

Hewlett Packard (Laptops, -369.7), Lenovo (Laptops, -164.3), Whatfix (Software Products, -138.2)

Gadgetry · 7.2 → 6.8

Mobile phones eased as a category. Vivo fell and still leads; OnePlus and Mi rose, and Samsung phones fell for a fourth month.

CATEGORIES, SEP → OCT

Mobile Phones	5.2 → 4.9
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BRANDS THAT ROSE MOST

Oneplus (Mobile Phones, +120.6), Jbl (Audio Equipments, +61.5), Mi (Mobile Phones, +53.9)

BRANDS THAT FELL MOST

Vivo (Mobile Phones, -219.5), Canon (Cameras, -153.3), Samsung (Mobile Phones, -88.4)

The brands that moved most

Twenty biggest gains and twenty biggest drops in Buying Intent from Sep '26 to Oct '26. Each brand is read within its own category.

Biggest gains

Biggest gains in Buying Intent, Sep '26 to Oct '26

#	BRAND · CATEGORY	OCT BI	VS SEP	CHANGE
1	Samsung Diversified	398.3	▲ +304.1	+322.9% °
2	Tata Motors Passenger Vehicles	946.6	▲ +217.3	+29.8%
3	Surya Lighting	387.4	▲ +216.5	+126.7%
4	7up Aerated Beverages	277.4	▲ +207.3	+295.7% °
5	Air India Airlines · Indian	340.1	▲ +188.8	+124.8%
6	Phonepe Digital Payments	449.8	▲ +170.2	+60.9%
7	Nestlé Diversified	163.8	▲ +151.6	+1,243.1%
8	Samsung Air Conditioners	240.8	▲ +151.1	+168.5% °
9	Nestlé Munch Chocolate Bar	213.0	▲ +150.1	+238.7% °
10	Mahindra & Mahindra SUV · Manufacturer	196.8	▲ +142.6	+262.9% °
11	LG Refrigerators	606.1	▲ +140.3	+30.1%
12	Sun Pharma Pharmaceuticals · Indian	249.9	▲ +126.9	+103.1%
13	HDFC Bank Bank · Private	967.6	▲ +125.2	+14.9%
14	Nike Activewear	190.6	▲ +124.4	+188.0% °
15	Parle G Biscuits · Brand	273.8	▲ +123.5	+82.2%

#	BRAND · CATEGORY	OCT BI	VS SEP	CHANGE
16	Oneplus Mobile Phones	403.9	▲ +120.5	+42.5%
17	Nestlé Kitkat Chocolate Bar	219.1	▲ +118.8	+118.5%
18	Redmi Televisions	174.5	▲ +116.9	+202.6% °
19	Flipkart Online Retailer · Diversified	650.5	▲ +116.0	+21.7%
20	Hindustan Unilever Diversified	135.2	▲ +111.3	+466.5% °

Biggest drops

Biggest drops in Buying Intent, Sep '26 to Oct '26

#	BRAND · CATEGORY	OCT BI	VS SEP	CHANGE
1	Sony Televisions	647.8	▼ -398.2	-38.1%
2	Hewlett Packard Laptops	647.9	▼ -369.7	-36.3%
3	Lipton Tea	62.9	▼ -350.2	-84.8% °
4	LIC Life Insurance · PSU	622.8	▼ -247.5	-28.4%
5	Voltas Air Conditioners	456.6	▼ -233.9	-33.9%
6	D Mart Hypermarket · Indian	477.4	▼ -230.1	-32.5%
7	Yamaha Motorcycle · Manufacturer	276.9	▼ -220.6	-44.3%
8	Reliance Jio Mobile Service Provider	371.1	▼ -220.2	-37.2%
9	Vivo Mobile Phones	844.3	▼ -219.5	-20.6%
10	Amul Milk	339.3	▼ -213.6	-38.6%
11	Bajaj Two Wheeler · Manufacturer	384.9	▼ -209.2	-35.2%
12	CRED Credit Card Management	119.1	▼ -206.8	-63.5%
13	Zudio Value Fashion	323.8	▼ -204.8	-38.7%
14	Maruti Suzuki Passenger Vehicles	595.5	▼ -168.2	-22.0%
15	Orient Fans	149.4	▼ -167.4	-52.8%
16	Mamaearth Face Wash	57.1	▼ -165.3	-74.3% °
17	Lenovo Laptops	556.6	▼ -164.3	-22.8%

#	BRAND · CATEGORY	OCT BI	VS SEP	CHANGE
18	Samsung Refrigerators	241.1	▼ -158.1	-39.6%
19	Canon Cameras	129.3	▼ -153.3	-54.2%
20	LG Televisions	642.1	▼ -149.4	-18.9%

° Small base: the brand read under 100 in Sep '26 or Oct '26, so its percentage change looks larger than the move behind it.

What the lists say

Food brands gained. 7UP, Nestlé Munch, Nestlé KitKat, Parle G, Nestlé and Hindustan Unilever are among the twenty biggest gains. Lipton and Amul milk are among the drops.

Cars rose, two-wheelers fell. Tata Motors made the second-largest gain in the index, and Mahindra & Mahindra is among the gains too; Maruti Suzuki is among the drops. Yamaha and Bajaj, which rose in Sep '26, both fell hard.

Electronics moved brand by brand. Samsung air conditioners, LG refrigerators and Redmi televisions gained. Sony and LG televisions, Voltas air conditioners and Samsung refrigerators fell.

Laptops fell below the leader. HP made the second-largest drop of any brand and Lenovo fell too; no laptop brand is among the gains. Dell, the category leader, is in neither list.

Payments changed hands. PhonePe and Flipkart gained while CRED fell. HDFC Bank gained while LIC fell.

The Sep '26 risers gave it back. Zudio, CRED, Bajaj and Voltas were all among the Sep '26 gains and are all among the Oct '26 drops.

Categories that changed leader

A month can move the national number and still leave most category leaders in place. These are the categories where the brand with the highest Buying Intent in Oct '26 differs from the one that led in Sep '26.

Categories whose leading brand changed between Sep '26 and Oct '26, with each brand's Sep '26 → Oct '26 reading. Categories where both leaders read 100 or more.

CATEGORY	LED IN SEP '26	LEADS IN OCT '26
Passenger Vehicles	Maruti Suzuki 763.7 → 595.5	Tata Motors 729.3 → 946.6
Televisions	Sony 1,046.0 → 647.8	Samsung 751.5 → 707.0
Air Conditioners	Voltas 690.5 → 456.6	Daikin 520.3 → 617.0
Digital Payments	Google Pay 486.9 → 367.3	Phonepe 279.6 → 449.8
Diversified · Consumer Electronics	LG 133.9 → 176.4	Samsung 94.2 → 398.3
Lighting	Syska 230.4 → 200.5	Surya 170.9 → 387.4
Aerated Beverages	Coca-cola 137.0 → 187.4	7up 70.1 → 277.4
Fans	Orient 316.8 → 149.4	Crompton 180.1 → 272.9
Metal	Tata Steel 353.8 → 205.0	JSW Steel 168.9 → 266.7
Packaged Snacks	Balaji Wafers 147.8 → 196.9	Haldiram's 110.5 → 215.9
SUV · Manufacturer	Jeep 153.5 → 120.2	Mahindra & Mahindra 54.2 → 196.8
Health Insurance · Private	Niva Bupa 301.4 → 172.0	Star Health 115.8 → 195.2
Tea	Lipton 413.1 → 62.9	Tata Tea 118.1 → 169.6
Shampoo	Dove 148.7 → 86.5	L'Oréal 115.1 → 126.6

Three of these are among the largest categories in the index, and two of them are reversals. In cars, Tata Motors rose and Maruti Suzuki fell, so the lead Maruti took in Sep '26 went straight back. In air

conditioners, Daikin rose and Voltas fell, undoing the change of the month before. In televisions, Sony gave up 398.2 points and Samsung fell by far less, so the lead passed to the brand that held up. In payments, tea, fans, lighting and metal the new leader rose while the old one fell. PhonePe, Tata Tea, Crompton, Surya and JSW Steel moved up as Google Pay, Lipton, Orient, Syska and Tata Steel moved down. In soft drinks and packaged snacks the old leader rose too and was still passed: 7UP went past Coca-Cola, and Haldiram's past Balaji Wafers.

Brands on a three-month run

Most brands move up one month and down the next. A brand whose reading has moved the same way in each of the last three months is showing something steadier than a monthly swing. These are the brands reading 100 or more that have done that since Jul '26, largest first.

Rose in each of the last three months: Buying Intent, Jul '26 to Oct '26

BRAND · CATEGORY	JUL	AUG	SEP	OCT	JUL → OCT	SHAPE
HDFC Bank Bank · Private	467.1	657.9	842.4	967.6	+500.4	
Royal Enfield Motorcycle · Manufacturer	293.1	438.3	442.2	494.8	+201.7	
TCS Software Services	171.8	249.6	293.1	378.9	+207.2	
KFC QSR	242.1	256.9	309.5	349.1	+107.0	
Facebook Social Media	146.6	204.7	221.0	281.1	+134.5	
JSW Steel Metal	31.8	59.6	168.9	266.7	+234.9	
Kia Passenger Vehicles	118.6	199.8	206.4	258.6	+140.0	
Star Health Health Insurance · Private	71.8	103.2	115.8	195.2	+123.4	
Godrej Washing Machines	112.0	127.6	147.2	157.3	+45.3	
Hewlett Packard Personal Computer	39.6	55.1	64.8	151.8	+112.2	

Fell in each of the last three months: Buying Intent, Jul '26 to Oct '26

BRAND · CATEGORY	JUL	AUG	SEP	OCT	JUL → OCT	SHAPE
Apple iPhone Mobile Phones	996.0	883.0	845.3	792.9	-203.1	
Maruti Suzuki Passenger Vehicles	1,190.1	845.6	763.7	595.5	-594.6	
Samsung Mobile Phones	755.6	682.9	600.6	512.2	-243.4	
Hero Motocorp Motorcycle · Manufacturer	728.9	629.4	527.8	464.9	-264.0	

BRAND · CATEGORY	JUL	AUG	SEP	OCT	JUL → OCT	SHAPE
Godrej Refrigerators	622.9	527.0	450.3	391.3	-231.5	
LG Washing Machines	740.1	487.3	461.2	322.1	-418.1	
Whirlpool Washing Machines	479.3	322.2	314.6	313.2	-166.1	
Adidas Footwear · Active	312.9	280.2	264.8	237.6	-75.4	
Lakme Cosmetics	329.6	318.2	255.9	237.3	-92.3	
Raymond Fabric to Brands	398.9	334.5	287.2	210.0	-188.9	

More brands are on a rising run than a falling one, in a month when the national reading fell. HDFC Bank heads the rising list and has more than doubled since Jul '26. Royal Enfield, TCS and KFC are behind it. The falling list is led by Apple iPhone, Maruti Suzuki, Samsung phones and Hero MotoCorp. Those four large brands have given up ground in each of the last three months.

Against Oct '25

The year-on-year view rewards brands that have built rather than bounced. These are the brands that have added the most Buying Intent since Oct '25, among brands reading 100 or more in both months.

Largest rises in Buying Intent, Oct '25 to Oct '26

#	BRAND · CATEGORY	OCT '25	OCT '26	CHANGE
1	HDFC Bank Bank · Private	387.9	967.6	▲ +579.6
2	Tata Motors Passenger Vehicles	625.2	946.6	▲ +321.4
3	Apple MacBook Laptops	229.7	477.9	▲ +248.2
4	ACC Cement Cement	232.3	480.2	▲ +247.8
5	Samsung Diversified · Consumer Electronics	158.8	398.3	▲ +239.5
6	Phonepe Digital Payments	221.3	449.8	▲ +228.5
7	Biba Ethnicwear · Women	145.8	354.6	▲ +208.8
8	Zudio Value Fashion	115.2	323.8	▲ +208.6

#	BRAND · CATEGORY	OCT '25	OCT '26	CHANGE
9	Bisleri Packaged Drinking Water	182.0	363.6	▲ +181.6
10	Air India Airlines · Indian	178.7	340.1	▲ +161.4

HDFC Bank has more than doubled its reading in a year, in a month when the national index fell well below Oct '25. Tata Motors is second. Apple MacBook, ACC Cement, PhonePe, Biba, Zudio, Bisleri and Air India make up most of the rest. That is a spread across laptops, cement, payments, clothing, water and airlines rather than one sector.

7 • LEADERS

Leaders on Trust and Desire

Top ten, Oct '26.

BUYING INTENT

1	Dell Laptops	1,602.8
2	Amazon Online Retailer · ...	1,009.1
3	HDFC Bank Bank · Private	967.6
4	Tata Motors Passenger Vehicles	946.6
5	Honda Motorcycle · Man...	934.3
6	Vivo Mobile Phones	844.3
7	Apple iPhone Mobile Phones	792.9
8	Oppo Mobile Phones	758.2
9	Samsung Televisions	707.0
10	Flipkart Online Retailer · ...	650.5

TRUST

1	Dell Laptops	1,409.5
2	HDFC Bank Bank · Private	949.7
3	Vivo Mobile Phones	835.0
4	Honda Motorcycle · Man...	826.4
5	Amazon Online Retailer · D...	806.4
6	Sony Televisions	777.1
7	Samsung Televisions	762.1
8	Tata Motors Passenger Vehicles	745.0
9	Hewlett Packard Laptops	707.5
10	LG Refrigerators	697.9

DESIRE

1	Dell Laptops	1,472.2
2	Amazon Online Retailer · D...	1,006.0
3	Tata Motors Passenger Vehicles	949.7
4	Apple iPhone Mobile Phones	858.8
5	Honda Motorcycle · Man...	850.0
6	HDFC Bank Bank · Private	784.4
7	Hyundai Passenger Vehicles	685.0
8	Oppo Mobile Phones	681.9
9	Daikin Air Conditioners	679.1
10	Vivo Mobile Phones	677.1

Dell leads on Buying Intent, Trust and Desire, and its 1,602.8 on Buying Intent is well ahead of Amazon at 1,009.1. HDFC Bank is third. Mobile phones take three of the ten Buying Intent places.

Hyundai and Daikin are in the Desire top ten but outside the Trust top ten. Sony and LG are in the Trust top ten but outside the Desire top ten.

Leaders inside the larger super-categories

Top three brands by Buying Intent in each, Oct '26.

Consumer Electronics

1	Samsung Televisions	707.0
2	Sony Televisions	647.8
3	LG Televisions	642.1

Automobile

1	Tata Motors Passenger Vehicles	946.6
2	Honda Motorcycle · Manu...	934.3
3	Hyundai Passenger Vehicles	597.5

Food & Beverage

1	Bisleri Packaged Drinkin...	363.6
2	Amul Milk	339.3
3	Nescafé Instant Coffee	320.5

FMCG

1	Dove Soaps	258.3
2	Nivea Skincare	249.6
3	Lakme Cosmetics	237.3

Technology

1	Dell Laptops	1,602.8
2	Hewlett Packard Laptops	647.9
3	Lenovo Laptops	556.6

Digital

1	Amazon Online Retailer · ...	1,009.1
2	Flipkart Online Retailer · Di...	650.5
3	Phonepe Digital Payments	449.8

Gadgetry

1	Vivo Mobile Phones	844.3
2	Apple iPhone Mobile Phones	792.9
3	Oppo Mobile Phones	758.2

BFSI

1	HDFC Bank Bank · Private	967.6
2	LIC Life Insurance · PSU	622.8
3	State Bank of I... Bank · PSU	516.1

Personal Accessories

1	Bata Footwear · Retail	586.9
2	Titan Watches	489.3
3	Tanishq Jewellery	476.6

Retail

1	D Mart Hypermarket · Indi...	477.4
2	IKEA Home Improvement	369.9
3	KFC QSR	349.1

Consumer Appliances

1	Kent Water Purifiers	429.2
2	Crompton Fans	272.9
3	Atomberg Fans	170.7

Apparels

1	Jockey Innerwear	369.6
2	Biba Ethnicwear · Women	354.6
3	Raymond Fabric to Brands	210.0

What to take from Oct '26

1. **Read the level against Sep '26 with care.** A stricter rating scale pulled every brand down together. Your rank in your category, and your move against your category, are the readings to act on this month.
2. **Food & Beverage turned after three months down.** It rose +12.4% on soft drinks, chocolate and biscuits while tea and milk fell. The gains went to brands with a product to point at: 7UP, Nestlé Munch, Parle G.
3. **The Sep '26 risers gave it back.** Digital, BFSI and Retail fell as super-categories. Zudio, CRED, Bajaj and Voltas went from the gains list to the drops list in one month. A one-month jump is no run.
4. **Three large categories changed leader, two of them straight back.** Tata Motors retook cars, Daikin retook air conditioners, and Samsung took televisions as Sony fell. In a close category the lead can change on one month's reading.
5. **A run still tells you more than a jump.** HDFC Bank, Royal Enfield, TCS and KFC have risen in each of the last three months. Apple iPhone, Maruti Suzuki, Samsung phones and Hero MotoCorp have fallen in each. Check which kind of month your brand just had.
6. **Trust and Desire can part ways.** Air India, Hyundai and Apple iPhone carry Desire well above Trust; Sony, LG refrigerators and IKEA carry Trust well above Desire. Know which of the two your brand is short on before you spend.

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 Apr '25 = 100. Brand and category figures sit on their own scales, also based at Apr '25. So a brand's number is read against other brands, and a category's against other categories; the national index is a separate scale. From Oct '26 the interviews use a stricter rating scale, which lowers every reading together; ranks and relative moves are unaffected.

The Nov '26 summary follows the next monthly reading. buyingintent.in • TRA Research