



truecaller

Own The Call Screen

**Truecaller Festive Insights & Consumer
Sentiment Survey 2026**



Truecaller Ads Capture Massive Verified Festive Intenders

The Indian festive season drives massive consumer demand, requiring verified identity and real-time intent.



SPEND CAPTURE

56%

Direct Online Spend

Truecaller delivers unmatched direct wallet capture among active online festive shoppers.

ROI EFFICIENCY

64%

Post-Call Receptivity

Exceptional ad receptivity directly after call connections ensures high campaign conversions.

TAKEAWAY: Truecaller provides an unparalleled advantage for advertisers. Our deeply festive engaged user base and trusted environment create a distinctive opportunity for brands to capture festive attention amid a cluttered ad landscape.

Digital-First Wallets Drive Premium Festive Spending

How mature consumer cohorts and digital payment routing are driving the festive budget hierarchy.

The Evolving Festive Budget

Consumers are shifting to digital-first wallets, with high-intent shoppers entering premium tiers for major upgrades.

Standard retail vs. Premium Flagships

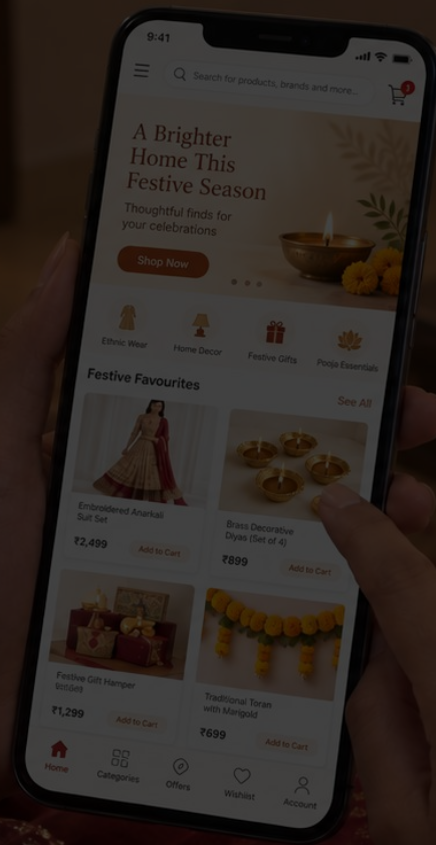
44.7%  Below ₹5,000

28.7%  ₹10,000 – ₹25,000

Mature Value Engine (35+ & NCCS-A)

 **50.7%** rank Amazon as their absolute first-choice platform.

 **63.2%** route their seasonal family expenditures entirely online.



56.2%

Mostly Online

Route their primary festive expenditures through digital commerce channels.

52.3%

Higher Budgets

Declare their seasonal spending budget is higher than the rest of the year.

The Audience:

How the festive intender base moves during festive

251 M

Active Intenders*

A massive scale of Truecaller users active* during the peak festive period

80%

High Festive Intent

Almost All Truecaller Users Engage with Key Festive Categories: FMCG, Mobile & Consumer Durable

54%

Say Will Spend More

Than the rest of the year, making festive as an incremental, occasion-driven spend.

28%

Festive demand is front-loaded

28% users say they look to shop during early sale days, conversion is captured in opening sale windows rather than the festival tail

INSIGHT



- **Festive spending is incremental.** Drives more shoppers adding to their routine spending rather than replacing it.
- **Win Early, Convert Early.** Front-load upper-funnel investment and capture demand in the opening sale windows

CATEGORY INSIGHTS



truecaller

Every Category grows:

Truecaller User Festive Engagement Grows Across Every Category

MOMENTUM LEADERS (FASTEST GROWTH)



19.3%
GROWTH

FMCG-Grocery
45.3% Penetration
Leans 51% Female

Grocery holds immense headroom for continued expansion while successfully pulling in mass-market NCCS C/D/E festive demand.



18.1%
GROWTH

FMCG-Homecare
36.2% Penetration
High Headroom

Homecare is the second crucial momentum leader for festive expansion, showing massive potential to capture broader mass-market consumers.

SCALE ANCHORS (MASSIVE INTENT REACH)



144.6 M

INTENDERS*

Mobile OEMs

70.6% Penetration •
High Universal Scale

An absolute anchor for the season. Reaches a near-universal threshold, showing a very robust skew towards 35+ and NCCS A households.



139.6 M

INTENDERS*

Consumer Durables

68.2% Penetration •
Strong NCCS A Skew

As a secondary scale giant, Durables secure widespread seasonal adoption. Both scale categories strongly anchor premium household demand.

INSIGHT • Truecaller users show high intent across every tracked category during the festive season.

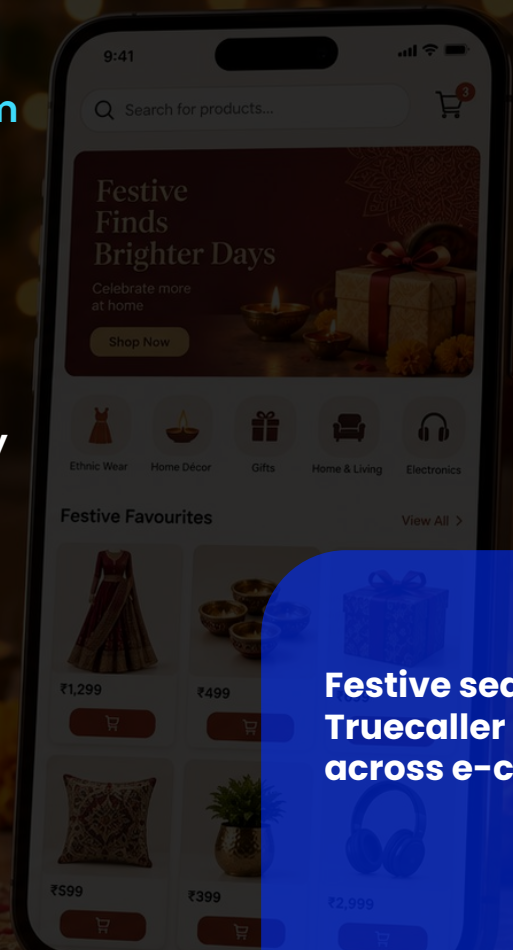
E-com backbone of festive shopping:

Truecaller User show deep engagement with Ecom platforms

78%

Highest penetration

~184* M Truecaller users engaged deeply with Ecom platforms



**Festive season boosts
Truecaller engagement
across e-commerce.**



TOP APPS

Flipkart



~133* M Festive Engagers
9% **growth** over Non Festive
Male, 35+ yrs skewed

Myntra

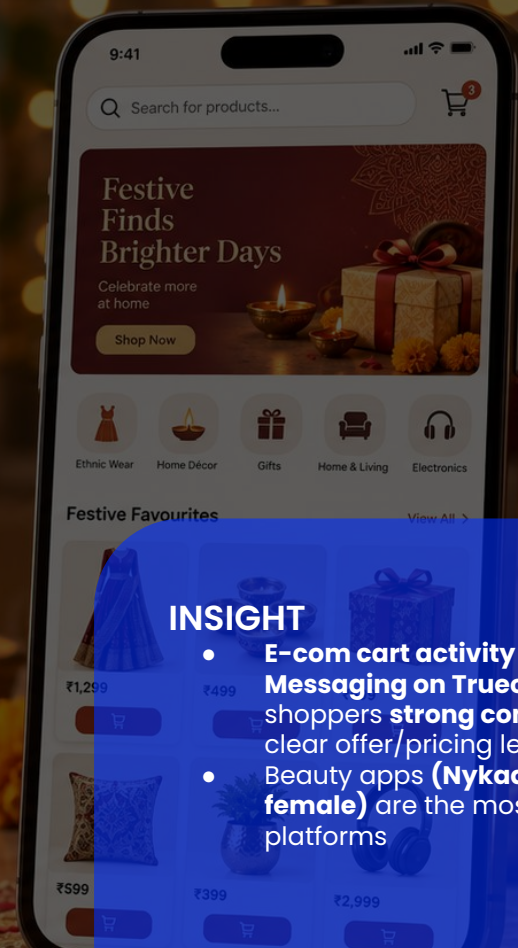
~23* M Festive Engagers
59% **growth** over Non Festive
Balance M/F, 35+ yrs skewed



~77* M Festive Engagers
16% **growth** over Non Festive
Female, Mass (NCSS C/D/E)
skewed

amazon

~111* M Festive Engagers
10% **growth** over Non Festive
Male, 35+ yrs skewed



INSIGHT

- **E-com cart activity** rises the strongest. **Messaging on Truecaller** should **tap into** shoppers **strong conversion mindset** with clear offer/pricing led communication
- Beauty apps (**Nykaa 83%, Purplle 85% female**) are the most gender-skewed platforms



Q-com the discovery moment:

Truecaller Users engage with Q-com platforms for discovery

9%

Strong Festive Growth

~52* M Truecaller users engaged with Qcom platforms

19% ↗ Search

23% ↗ Category

14% ↗ Product

8% ↗ Cart

Search, Category and Product discovery show stronger uplift than cart



TOP APPS



~23* M Festive Engagers
43% growth over Non Festive
Female, Metro skewed



~32* M Festive Engagers
35% growth over Non Festive
Female, Metro skewed



~25* M Festive Engagers
-16% de-growth over Non
Festive (only app to shown
de-growth) **Metro Skewed**



~9* M Festive Engagers
38% growth over Non Festive
Premium (NCSS A) skewed

INSIGHT

- Q-com the surge is upper-funnel (Category & Search) **signals a DISCOVERY moment. Messaging on Truecaller should tap into discovery/awareness on q-com.**



FMCG :

Highest category engagement, with significant headroom for growth

15%

Highest category surge

Cumulative surge within FMCG category spanning across Grocery, Homecare & Beauty/Personal care segments

 19.3% ↗ Grocery

 18.1% ↗ Homecare

 10.3% ↗ Beauty & Personal Care

Each sub-category within FMCG, sees significant festive uplift



Truecaller User penetration and profile



Homecare

36% penetration
Slightly Skewed towards
M, NCCS A, 35+ years



Grocery

45% penetration
Balanced M/F,
Skewed to NCCS A,
35+ years



Beauty & Personal care

58% penetration
Balanced M/F,
Skewed to NCCS A,
35+ years

INSIGHT

- FMCG sees the **strongest surge in engagement** among Truecaller users, with **significant headroom to drive new-user discovery**.



Mobile & Consumer Durables: India's largest festive purchase categories

MASSIVE SCALE OF ENGAGED USERS

MOBILE

71%

One of the highest
penetrated category

Significant uplift of ~12%
engagement during festive
period

144M

MOBILE OEMs
Total Festive Intenders

74%

Mobile phones/tablets **dominate
festive intent**, reaffirming
smartphones as the festive anchor
category

Insights

Overall:

The ₹15k–25k band is the **festive smartphone sweet spot (31%)**; roughly two-thirds cluster below ₹40k, confirming mid-tier price points capture the bulk of upgrade demand.

Budgets rise steeply with affluence, NCCS A over-indexes premium (₹40k+ at ~25% combined)

Strategy:

Pricing based tailored messaging around financing, discount and exchange offers should be key feature of the creative on Truecaller



Mobile & Consumer Durables: India's largest festive purchase categories

68%

Consumer Durables Highest penetrated category along with Mobiles

Significant uplift of ~12% engagement during festive period

HIGH-GROWTH FESTIVE SURGES

+525%

Cleaning Appliances

+70%

Large Kitchen Appliances

+52%

Personal Care Appliances

+49%

TV & Display Categories

CATEGORY SCALE LEADERS

94.3M

Audio Devices
Total Intenders*

85.3M

Small Kitchen
Total Intenders*

Insights



Target high-growth upgrade segments with tailored financing and exchange offers during the festive peak.

Methodology

Insights

The Festive insights capture how festive shopping behavior of Truecaller Users actually plays out which categories see the biggest jump from pre-festive to festive (Grocery and Homecare growing fastest, while Mobile OEMs and Consumer Durables stay the largest, most penetrated categories), how and where people shop (e-commerce driving deeper funnel conversion while quick-commerce wins on early discovery and expands into smaller towns) and more. Based on Truecall User behaviour on Vtion's passive panel during the period Mar-Jun'25 (Pre-festive) vs. Festive: Aug-Nov'25 (Festive)

Festive Survey

Festive sentiment and planning survey from 1650+ Truecaller users on VTION panel, responding to

- Festive Purchase Intent & Budget 2026
- Shopping Journey, Channels & Big-Ticket Purchases
- Purchase Decision Drivers & Pre-Purchase Research

~251 Mn Truecaller users* PAN India,
tracked across

- **7 categories**
- **130+ brands**
- **20+ apps/platforms**
- **5 funnel touchpoints** (search, category, product, ad, cart)
- **Over 8 months** (Pre-festive: Mar-Jun'25 vs. Festive: Aug-Nov'25).

A base of 1,666 respondents
(Truecaller users within the VTION panel)

- **Sliced across 19 questions**
- **11 demographic/behavioral cuts each**
(Gender, Age bands, NCCS tiers, City tiers + Crosstabs by planned spend and offer-response behavior)

About

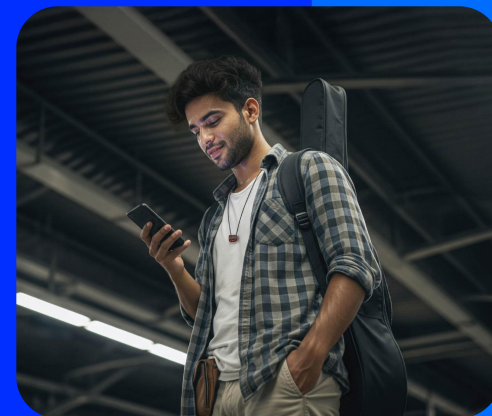
Report by Truecaller in partnership with VTION.

About Truecaller Ads:

Truecaller Ads provides brands access to a high-trust mobile environment shaped by verified identity signals. With advanced targeting options and a verified user base of over 350 million in India and 500 million globally, Truecaller enables advertisers to connect with audiences whose attention is active, intentional, and rooted in clarity.

About VTION:

VTION is a digital intelligence platform that provides passive mobile-behaviour measurement and real-world insight into India's smartphone users, helping marketers plan with precision and understand authentic audience actions.





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sales@truecaller.com