My Vibe, My Buy

Unlocking India's Gen Z Shopping Circles

The Diwali & Festive Shopping Report

Snapchat x GWI

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What Did We Do?

Background

Snap Inc. commissioned GWI to explore the festive season for Gen Z in India, with a view to understand how they use social platforms for inspiration and connection. Please note that by 'Festive Season', we're referring to the period from Shradh until Diwali.

Fieldwork: June 2026.

Sample

This report focuses on Gen Z (aged 16-27 years old) in India with references to Snapchatters who use the platform at least monthly (n=1,000).



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Your List This Festive Season

01 Diwali is a **Season**, Not a Moment

02 Diwali Starts with **Relationships** Before **Retail**

03 The **Inner Circle Drives Decisions**

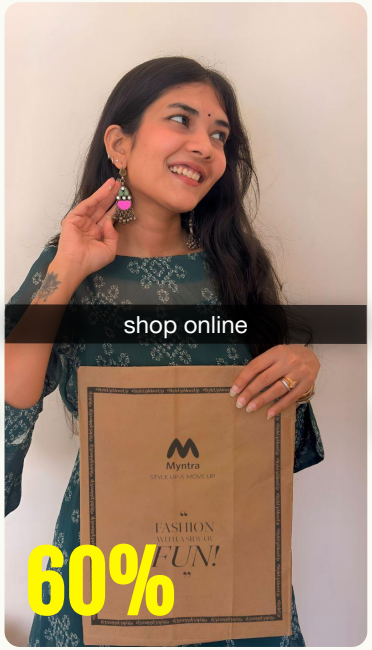
04 **Snapchat** Turns **Conversations** into **Conversions**

05 **Winning** Across **Diwali Categories**

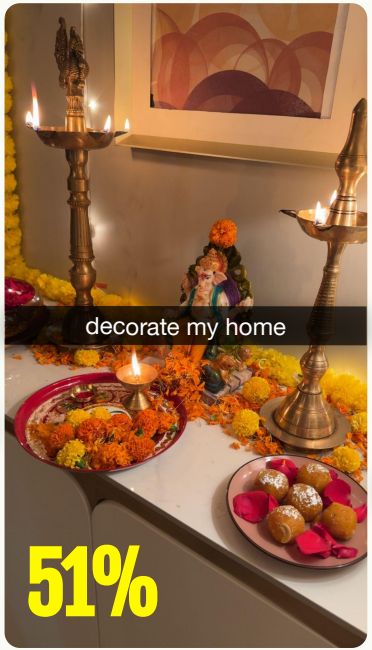
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Entering the Genz chat box this festive szn like...











Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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KEY TAKEAWAY

Festivals are about momentum, not just a moment

Diwali engagement builds gradually over weeks, giving brands a season of touchpoints to show up in, not one moment to win.

70% of Gen Z in India say the Festive Season consists of multiple smaller celebrations rather than a single peak shopping period.



Do you want to be a constant? Or just a campaign?



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Planning & Preparation

Research and preparations are spread across weeks



39%

start planning Diwali at least a month in advance - 14% more likely among Snapchatters

42%

start noticing or engaging with Diwali brand campaigns at least a month before



Source: “Diwali & the Festive Season in India” by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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And this is what their shopping behaviour looks like

Research and preparations are spread across weeks

46%

compare products or brands



46%

research ideas or inspiration

43%

look for deals or discounts



Source: “Diwali & the Festive Season in India” by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Gen Z engage in both planned & impulse shopping



41%

say most of their purchases are planned in advance + 23% among Daily Snapchatters

40%

say they do some planning but also buy spontaneously



Research and preparations are spread across weeks

Source: “Diwali & the Festive Season in India” by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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The Gen Z Diwali Starts with Relationships Before Retail



IRL > URL: Real connection still wins the festive season

For Gen Z, Diwali is first about celebrating and connecting with the people who matter. Shopping is embedded within those social moments rather than being a separate activity.

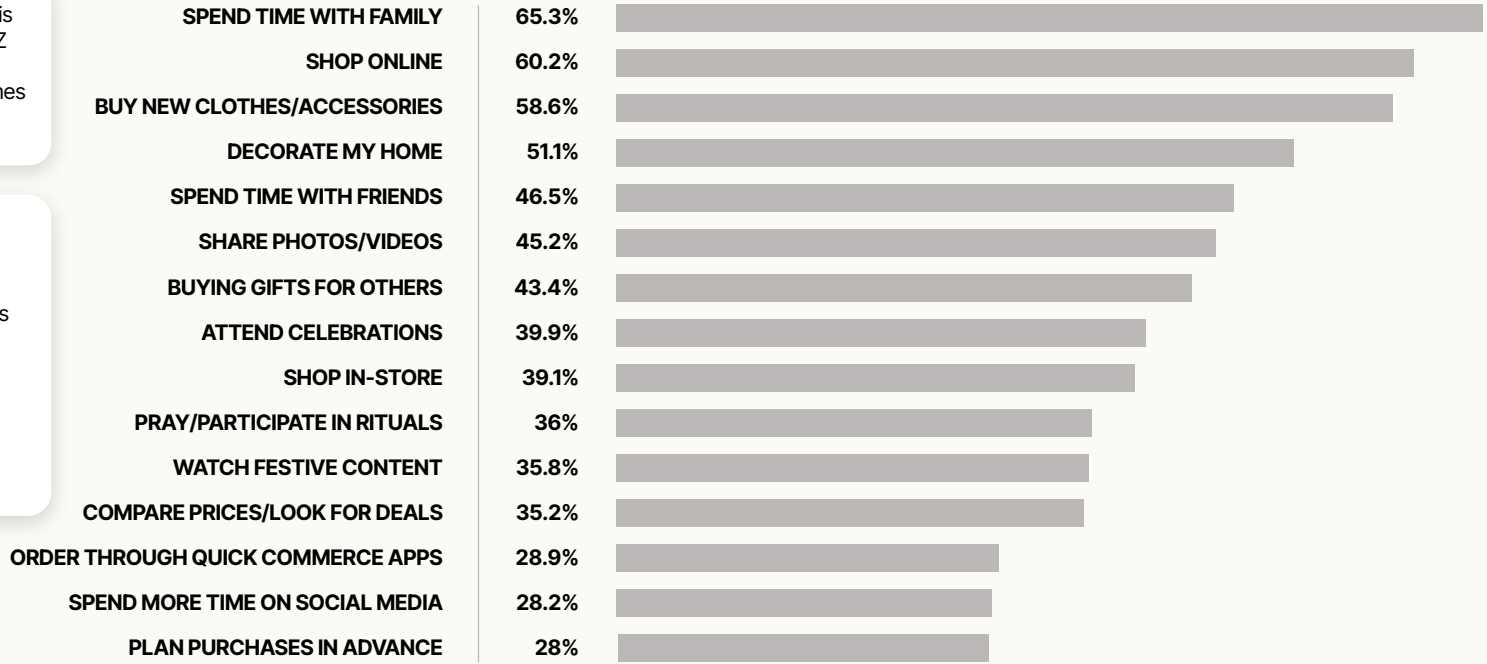
'Spending time with family' is the top activity **(65%)** Gen Z say they tend to do more often compared to other times of the year.

Gen Z prioritize other close relationships too:

47% spend time with friends

43% buy gifts for others

40% attend celebrations or gatherings (16% more likely among Daily Snapchatters)



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Social media is used for staying connected, not just scrolling

***Why do Gen Z** use social platforms during the Festive Season?*

TO CONNECT WITH FAMILY	63%
TO SHARE MOMENTS WITH CLOSE FRIENDS	52%
TO CELEBRATE WITH OTHERS	49%
BECAUSE IT FEELS FUN OR JOYFUL	48%
TO EXPRESS MYSELF CREATIVELY	40%
TO POST PUBLICLY	37%
TO GET INSPIRATION OR IDEAS	34%
BECAUSE IT FEELS AUTHENTIC/PERSONAL	30%
TO COORDINATE PLANS/GIFTING	28%
TO GET REACTIONS/FEEDBACK FROM OTHERS	27%

***Who do Gen Z** interact with on social & messaging platforms during the Festive Season?*

FAMILY MEMBERS	77%
CLOSE FRIENDS	76%
WIDER FRIEND/SOCIAL CIRCLE	41%

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Decisions are made in *The Inner Circle* of family and friends






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63%

of Gen Z say they often share products with others before making a purchase

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc.
Sample Size: 1,000. Market: India, June 2026.





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Diwali planning stages

Action	% mainly before Diwali	Equally before and during Diwali	Mainly during Diwali
Research ideas or inspiration	**46%**	23%	23%
Compare products and brands	**46%**	23%	25%
Look for deals & discounts	**43%**	21%	31%
Ask others for opinions or advice	**41%**	22%	24%
Share products with friends/family	32%	22%	**38%**
Make purchases	**42%**	22%	32%

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Confidence to buy comes from the Inner Circle, not the feed

- **7 in 10** say public creator content helps them discover products, but people they know help decide what to purchase (13% more likely to 'strongly agree' among Daily Snapchatters)
- **76%** say getting instant feedback from people they trust helps them feel confident when making a purchase
- **37%** say family members influence them the most on social media during the Festive Season, and 32% say friends (collectively 68% say friends & family influence them the most on social media during the Festive Season)



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Snap Turns Conversations *into Conversions*

Where does Snapchat show up across
Gen Z's path to purchase?



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So, Diwali ✨ feels more authentic on Snapchat

% of Gen Z Daily Snapchatters who agree with these statements about Snapchat

- **69%** say Snapchat helps make Diwali celebrations feel more personal
- **66%** say Snapchat is where they can be themselves during Diwali
- **65%** say Snapchat feels less pressured than other platforms
- **63%** say Snapchat feels more authentic than other platforms during Diwali
- **A third of Gen Z (34%)** use Snapchat to share moments, celebrate, and stay connected with others during the Festive Season

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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78%

of Daily Snapchatters agree that Snapchat is where they share festive moments with close friends/family



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

67%

of Gen Z Daily Snapchatters agree Snapchat helps them feel confident in their purchase decisions during Diwali



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

Snapchat is where evaluation ⚖️ happens and extends

75% of Gen Z Daily Snapchatters agree they chat to their friends on Snapchat about purchases while the item is in their basket

Snapchat extends engagement - ***% of Gen Z Daily Snapchatters who say*** *Snapchat has led them to...*

- **49%** ask friends/family for advice
- **31%** save a product for later
- **30%** visit a physical store
- **28%** search for a product elsewhere
- **19%** use an AR lens or filter

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Winning Across Categories

How do consumer behaviours play out across
Consumer Tech, Beauty & Personal Care, Fashion & Apparel, and Quick Commerce?





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Diwali shopping spans every major category

% of Gen Z who have bought, or expect to buy products in these categories specifically for Diwali or the Festive Season...



Fashion & apparel - **68%**



Beauty & personal care - **48%**
(18% more likely among Daily Snapchatters)



Quick commerce / festive essentials - **43%**
(13% more likely among Daily Snapchatters)



Consumer tech & smartphones - **41%**

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 1,000. Market: India, June 2026.

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Fashion & Apparel

Category deep dive



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Snapchat is where evaluation ⚖️ happens and extends

% of Gen Z who bought or expect to buy the following products for Diwali

- Traditional wear - 77%
- Casual wear - 49%
- Footwear - 47%
- Accessories / jewellery - 46% (20% more likely among Daily Snapchatters)
- Bags - 19%



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Gen Z plan ahead, but still leave room for spontaneous shopping



- 46% of Gen Z say they **plan most of their fashion & apparel purchases in advance** (13% more likely among Daily Snapchatters), and 49% say they do some planning but also buy spontaneously
- 43% of Gen Z say they start planning fashion & apparel purchases for Diwali **at least a month before Diwali**

They lean on friends and family when making decisions

- 44% of Gen Z **ask friends/family to vote between options** (17% more likely among Daily Snapchatters)
- 1 in 3 Gen Z say **recommendations from friends/family made them feel confident with their purchases** (21% more likely among Daily Snapchatters)

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Online marketplaces are the go-to shopping channel



% of Gen Z who have purchased or expect to purchase their most recent fashion & apparel item from the following channels...

- Online marketplaces - 61% (14% more likely among Daily Snapchatters)
- In-store - 20%
- Brand website/app - 6%
- Retailer website/app - 6% (47% more likely among Daily Snapchatters)
- Social platform - 4%
- Quick commerce app - 3%

Snapchat plays an active role in the fashion & apparel purchase journey % of Gen Z Snapchatters who have used Snapchat at the following stage of fashion & apparel purchases for Diwali...

- Found ideas or inspiration - 18% (89% more likely among Daily Snapchatters - Top 1 overindexing)
- Researched or compared options - 19% (65% more likely among Daily Snapchatters - Top 3 overindexing)
- Found deals or offers - 16%
- Shared the product before purchasing - 26%
- Asked for opinions / advice - 23%
- Helped make the final decision - 15%
- Shared the product after purchase - 15% (72% more likely among Daily Snapchatters - Top 2 overindexing)

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Beauty & Personal Care

Data points to dive

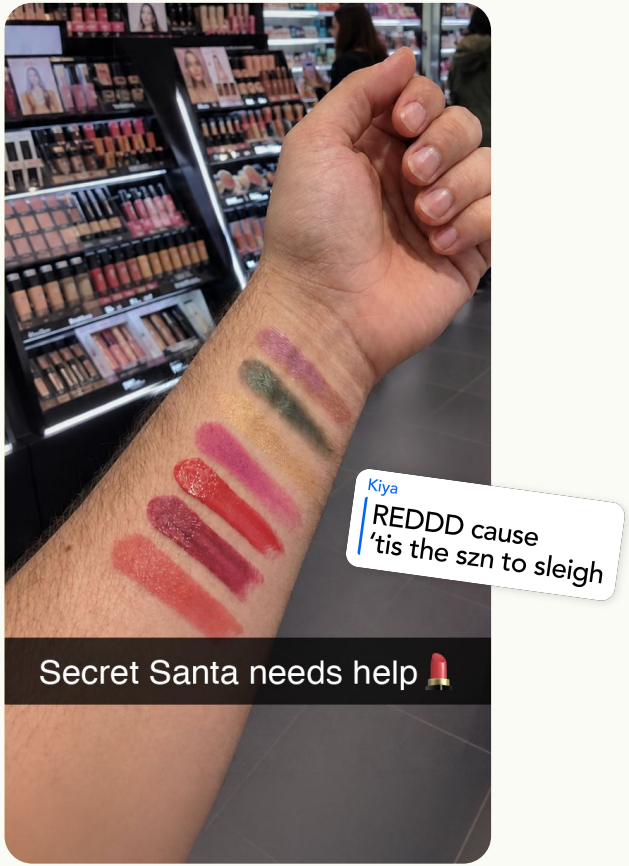


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Skincare is the leading sub-category, but demand is broad

% of Gen Z who have **bought or expect to buy the following beauty & personal care products** for Diwali...

- Skincare - 73% (12% more likely among Daily Snapchatters)
- Fragrance - 56%
- Haircare - 52%
- Makeup - 48%
- Beauty tools / accessories - 46% (24% more likely among Daily Snapchatters)
- Grooming products - 42% (20% more likely among Daily Snapchatters)



Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Gen Z plan beauty & personal care shopping ahead of time



- 53% of Gen Z say they **plan most beauty purchases in advance** (13% more likely among Daily Snapchatters)
- 46% of Gen Z say they **start planning around 1-2 weeks before Diwali**

Research and opinion-seeking happen well before Diwali

- 49% of Gen Z say they **research ideas or inspiration** mainly before Diwali
- 45% of Gen Z say they **ask others for opinions or advice** mainly before Diwali
- 46% of Gen Z say they **look for deals or discounts** mainly before Diwali (14% more likely among Daily Snapchatters)

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Sharing is caring



- 3 in 10 Gen Z say they **share beauty & personal care products with others before buying** (41% more likely among Daily Snapchatters)
- 38% of Gen Z say they've shared what beauty & personal care products they bought during Diwali after purchasing
- 29% of Gen Z have sent photos/videos from a store to others (17% more likely among Daily Snapchatters)

Snapchat plays an active role in the beauty & personal care purchase journey % of Gen Z Snapchatters who have used Snapchat at the following stage of beauty & personal purchases for Diwali...

- Found ideas or inspiration - 20%
- Researched or compared options - 26%
- Found deals or offers - 24%
- Shared the product before purchasing - 28% (57% more likely among Daily Snapchatters - Top 3 overindexing)
- Asked for opinions / advice - 28%
- Helped make the final decision - 19% (66% more likely among Daily Snapchatters - Top 2 overindexing)
- Shared the product after purchase - 17% (84% more likely among Daily Snapchatters - Top 1 overindexing)

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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Quick Commerce/ Festive Essentials



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Purchases are mainly for the household, with traditional and communal items dominating the basket



61% of Gen Z mainly purchase quick commerce/festive essentials for their family/household

% of Gen Z who have bought or expect to buy the following quick commerce / festive essentials products for Diwali...

- Snacks/sweets - 74%
- Puja essentials - 65% (12% more likely among Daily Snapchatters)
- Flowers/decorations - 64%
- Diyas/candles - 61% (17% more likely among Daily Snapchatters)
- Household essentials - 59%
- Last-minute gifts - 51% (12% more likely among Daily Snapchatters)

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Bought fast, driven by need



% of Gen Z who purchased or expect to purchase their most recent Quick Commerce / Festive Essentials items via...

- Quick commerce app - 38%
- Online marketplace - 26%
- In-store - 22%

Snapchat's role in the quick commerce and festive essentials journey

% of Gen Z Snapchatters who have used Snapchat at the following stage of quick commerce and festive essentials purchase for Diwali...

- Found ideas or inspiration - 19% (85% more likely among Daily Snapchatters - Top 1 overindexing)
- Researched or compared options - 27%
- Found deals or offers - 26%
- Shared the product before purchasing - 25%
- Asked for opinions/advice - 26%
- Helped make the final decision - 17% (65% more likely among Daily Snapchatters - Top 1 overindexing)
- Shared the product after purchase - 22% (82% more likely among Daily Snapchatters - Top 2 overindexing)

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Consumer Tech & Smartphones

Category deep dive



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Smartphones anchor the category, daily Snapchatters push into emerging tech



% of Gen Z who have bought or expect to buy the following consumer tech products for Diwali...

- Smartphones - 71%
- Earbuds/headphones - 57%
- Smartwatch - 48%
- Laptop/tablet - 44%
- Appliances - 33%
- Smart home devices - 26%
- Gaming devices/accessories - 22%

Top over indexing items among Daily Snapchatters (vs. average Gen Z):

- Smart home devices (1.83 IDX)
- Smartwatch (1.34 IDX)
- Gaming devices/accessories (1.20 IDX)

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Gen Z plan ahead with tech more than in any other category



55% of Gen Z plan most of their tech purchases in advance

Tech purchasers lean on personal advice

- Over half of Gen Z ask friends or family for advice before purchasing consumer tech (52%)
- The Diwali research journey:
    - **Before Diwali** - research (50%) → ask others for opinions or advice (46%) → compare products or brands (45%)
    - **During Diwali** - make purchases (47%) → look for deals or discounts (44%) → share products with others (36%)

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Online marketplaces are the go-to shopping channel



% of Gen Z who have purchased or expect to purchase their most recent consumer tech item from the following channels...

- Online marketplaces - 61%
- In-store - 14%
- Brand/website app - 9%
- Quick commerce app - 6% (34% more likely among Daily Snapchatters)

Snapchat plays an active role in the consumer tech & smartphone journey % of Gen Z Snapchatters who have used Snapchat at the following stage of consumer tech & smartphone purchase for Diwali

- Found ideas or inspiration - 30% (78% more likely among Daily Snapchatters - top 2 overindexing)
- Researched or compared options - 18%
- Found deals or offers - 29%
- Shared the product before purchasing - 32%
- Asked for opinions/advice - 35% (71% more likely among Daily Snapchatters - top 3 overindexing)
- Helped make the final decision - 21% (98% more likely among Daily Snapchatters - top 1 overindexing)
- Shared the product after purchase - 19%

Source: "Diwali & the Festive Season in India" by GWI, commissioned by Snap Inc. Sample Size: 250 fashion & apparel shoppers. Market: India, June 2026.

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