

HAPPINESS IN A COMPLEX WORLD

March 2025



IPSOS HAPPINESS INDEX 2025

Ipsos Happiness Index 2025, released on the occasion of International Day of Happiness, shows India is the Happiest country in the world. India's happiness might stem from its strong social fabric. Close-knit families, community support, and deep-rooted spiritual beliefs likely play a significant role. These factors provide a sense of belonging, purpose, and resilience, even in the face of any adversity.

Happiest Countries In 2025



Happiest	Unhappiest
1. India	1. Hungary
2. Netherlands	2. Türkiye
3. Mexico	3. South Korea

Source: India Global Happiness Index 2025

Looking at the Happiness scores within India, there are some interesting themes and trends. Exploring each separately:

Decoding Gen Z's Optimism

Generation Z (those born between 1996 to 2012) report higher levels of happiness across various life aspects compared to Millennials and Gen X. Ipsos India Happiness Monitor (covering adults 18 yrs+) showcases consistently higher Happiness Scores for Gen Z across all aspects of life like Health, Finances, Family and Friends, Job and Colleagues (among those working).

As age progresses, happiness levels tend to decline - highlighting the impact of societal pressures and responsibilities. Factors like health (own and of family members), financial stability, work-life balance etc. play a significant role in overall well-being.

Happiness Scores



Source: Ipsos India Happiness Monitor 2024-25

While Gen Z faces unique challenges - being raised in a world dominated by the internet and social media, their ability to find joy in the simpler things, like video games and online communities, fosters a sense of belonging and support.

Their optimism could be linked to their strong sense of purpose, particularly in their academic and professional lives. Finding meaning in their daily activities, pursuing passions, and contributing to society are crucial for their happiness. This generation thrives on engaging and stimulating experiences, seeking out opportunities for growth and learning.

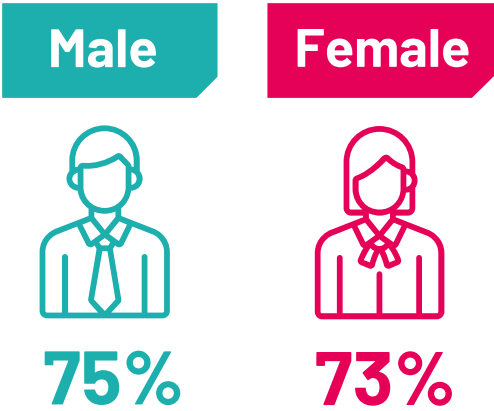
	Gen Z	Millennials	Gen X
Overall Happiness	74	71	72
Health	72	69	66
Financial condition	60	58	55
Family	78	74	74
Friend circle	70	66	65
Colleagues/ Business Associates	67	64	63
Employment or work	69	64	63
Neighbours	58	61	59
Situation of country	58	57	56
Situation of the world	54	53	50

While Gen Z might be navigating a complex world, their inherent optimism linked to this lifestage could be contributing to their happiness. Understanding their values and priorities is crucial for fostering their well-being and creating an environment where they can thrive.

Gen Z males are happier than females

Among Gen Z, it is the men who are “happier” across all aspects of life, as compared to women. This insight requires a macro lens of the situation women face in the Indian society – from a Finance perspective, the gender pay gap, limited financial independence, or fewer opportunities for women in certain fields; from a society perspective women carry a larger burden of societal and familial expectations, and possible social restrictions, limiting their freedom and social interactions compared to men. This indicates that young women feel less secure and optimistic about their surroundings, as compared to men.

Happiness Scores: Gen Z



	Gen Z - Male	Gen Z - Female
Overall Happiness	75	73
Health	75	69
Financial condition	62	59
Family	81	74
Friend circle	75	64
Colleagues	69	61
Employment or work	71	62
Neighbours	60	57
Situation of country	61	55
Situation of the world	56	52

Source: Ipsos India Happiness Monitor 2024-25





Happy Wallet, Happy Economy

Personal Finances are an important driver of an individual's happiness (refer Ipsos India Happiness Report 2023). Hence contentment/ discontent with their financial situation can have a significant impact on their overall state of happiness.

Interestingly, Happiness with Personal Finances also has a strong co- relation (Pearson Correlation coefficient = 0.78) with Consumer Confidence Index¹.

This indicates that when people feel good about their financial situation, they are more likely to feel confident about the overall economy and their own personal economic prospects.

This relationship is not surprising, as personal finances are a major factor that influences people's perceptions of their own well-being and their outlook on the future.

When people feel financially secure, they are more likely to be optimistic about the economy as a whole, and be "happy" overall. Therefore, fostering financial well-being is not only crucial for individual happiness but also for creating a more optimistic and prosperous society.

1. Ipsos' measure of the LSEG/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments

Happiness and State of the World

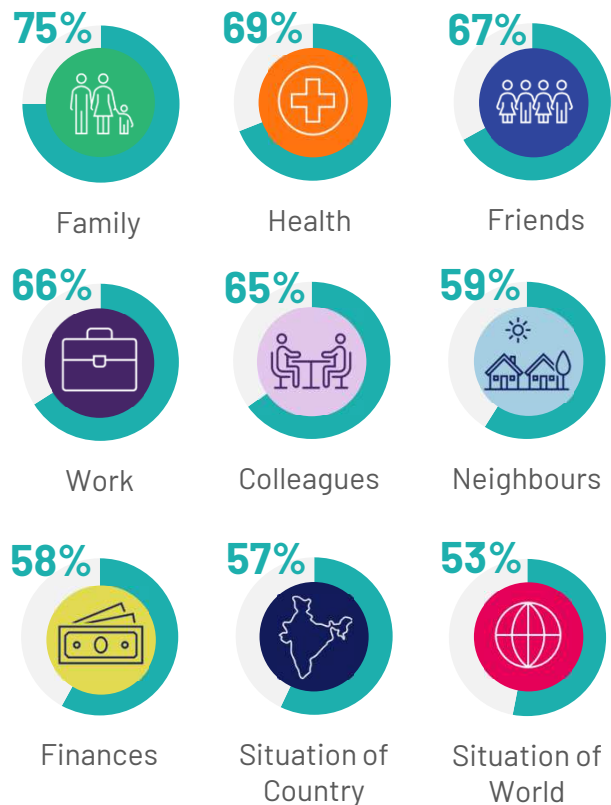
The lowest scores on Happiness are regarding “Situation of the World” with the Happiness Index at 53%, indicating that Indians are feeling apprehensive about the current global landscape.

This unease is hardly unfounded. The world today is grappling with a multitude of interconnected crises. Geopolitical tensions are simmering, climate change is accelerating, and economic uncertainty looms large. For a nation like India, deeply integrated into the global economy and vulnerable to climate change impacts, these anxieties hit close to home.

The war in Ukraine, for instance, has sent shockwaves through global supply chains, impacting everything from fuel prices to food security. Similarly, the increasing frequency of extreme weather events serves as a constant reminder of the environmental challenges that lie ahead.

This global uncertainty likely weighs heavily on the minds of Indians, impacting our sense of security and optimism about the future. While the nation continues to make strides domestically, the turbulent global landscape presents a sobering counterpoint, reminding us that our individual and collective destinies are inextricably linked to the well-being of the wider world.

Happiness Scores



Source: Ipsos India Happiness Monitor 2024-25

● % Happiness Score



Methodology

The Ipsos Global Happiness Index is based on the results of an annual 30-country survey conducted by Ipsos on its Global Advisor platform .

The Ipsos India Happiness Monitor is run monthly on Ipsos IndiaBus, which is a monthly pan India omnibus conducted by Ipsos India on diverse topics, among 2200+ respondents per month from NCCS A, B and C households, covering adult male/ females across all four zones in the country.

The survey is conducted across 16 cities - mix of Metros, Tier 1, Tier 2 and Tier 3 towns, providing a robust and representative view of urban Indians.

The respondents are polled both face to face and online. The data collection is done monthly. City-level quota for each demographic segment ensures consistency in tracking. The data is weighted by demographics and city-class population to arrive at national average.



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