

Ipsos AI Monitor 2026

India Report

India's AI Moment : Confidence, Optimism, and Pragmatism

Affluent Indian online consumers are emerging as among the world's most AI-forward consumer segments. While many countries continue to focus on the risks and uncertainties surrounding AI, India's online consumers are embracing its potential. AI is no longer a concept confined to tech circles; it is shaping how people work, shop, learn, and access services

What makes India's AI journey particularly noteworthy is the combination of awareness, optimism, and practicality that underpins adoption. Rather than viewing AI as a disruptive force, many Indian online consumers see it as a tool that can enhance productivity, create opportunities, and support economic progress. One comparative data point here will be good





Affluent Indians Comfortable with AI

Affluent Indian consumers' strong relationship with AI begins with high awareness; over 80% of consumers reporting that they understand what AI is (Ipsos AI Monitor 2026). This is further reinforced by an equally strong awareness of AI-enabled products and services, where AI is used in their daily lives .

Rapid digital transformation in the recent years have helped/made the higher social class population comfortable engaging with technology. Digital payments, mobile banking, e-commerce, online entertainment, and app-based services have become integral parts of daily life, making the transition to AI-enabled experiences feel like a natural transition rather than disruptive.

Demographic advantage: A young, mobile-first population has further accelerated this trend. For many consumers, AI is not a futuristic technology but an extension of the rapidly transforming digital ecosystem they already use. As a result, awareness and understanding of AI is unusually high, helping to reduce fear and encourage experimentation.

Optimism Leads the Way

Excitement outpaces anxiety in the AI landscape among affluent Indian online consumers—with nearly 80% consumers excited about AI while 63% anxious. Although concerns about automation and job displacement dominate discussions in some markets, Indian netizens tend to focus more on the opportunities AI can create.

Younger generations viz., the Millennials and Gen Z are particularly enthusiastic. The generational divide is especially telling. Younger Indian netizens see AI less as a disruptor and more as an enabler—something that can enhance productivity, unlock opportunities, and accelerate career growth.



Trust, but Verify

India's enthusiasm for AI is a fascinating paradox: they are cautious—but not hesitant. People are willing to use AI solutions, but they do not necessarily accept every output without question. 80% of the respondents trust AI not to discriminate or bias however 63% fully trust AI to deliver without needing to verify the output

Many users treat AI as a valuable assistant rather than an infallible authority. They rely on it to speed up tasks, generate ideas, and simplify decision-making, while still applying their own judgment to verify results.

Such pragmatism will enable faster adoption while helping users remain aware of potential inaccuracies, biases, or errors that can emerge from AI tools.



AI as a Productivity Multiplier

The most immediate impact of AI is being felt in the workplace. Across industries, AI is helping employees automate routine tasks, summarize information, create content, and improve efficiency - Over 83% netizens say AI tools have saved them time at work in the past year.

For many professionals, the benefits are already tangible with AI saving time, reducing manual effort. More importantly, 85% expect AI's influence on work to grow significantly in the years ahead.

Rather than resisting this change, many professionals within this consumer segment appear ready to adapt- embracing new skills, adapting to changing ways of working and actively preparing for an AI-enabled future.

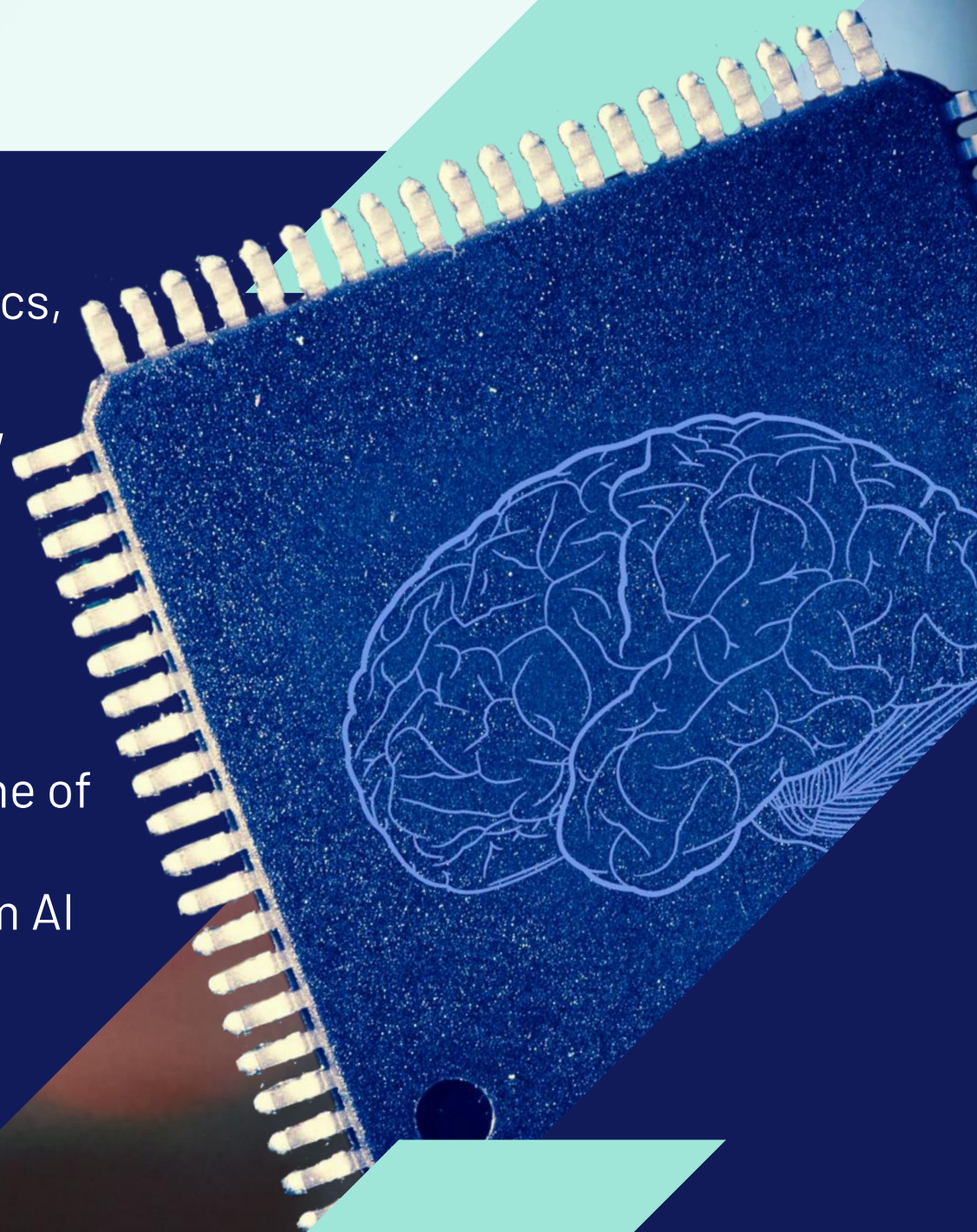


Belief in the Benefits

A defining feature of the AI outlook among affluent Indian online consumers is the belief that the technology's benefits outweigh its drawbacks with 80% respondents endorsing the same.

This does not mean concerns are absent. Issues such as privacy, ethics, misinformation, and environmental impact remain important. However, the prevailing sentiment is that these challenges can be managed through responsible regulation and implementation.

The overall narrative is therefore one of opportunity. Most people appear to believe that the potential gains from AI are substantial and worth pursuing.



Transparency Matters

While Indian online consumers are generally receptive to AI, they also expect transparency. More than 90% of consumers want organizations to be open about when and how AI is being used. This strong demand is particularly pronounced among younger users

People are comfortable interacting with AI-powered products and services, but transparency is becoming an important factor in building and maintaining trust.

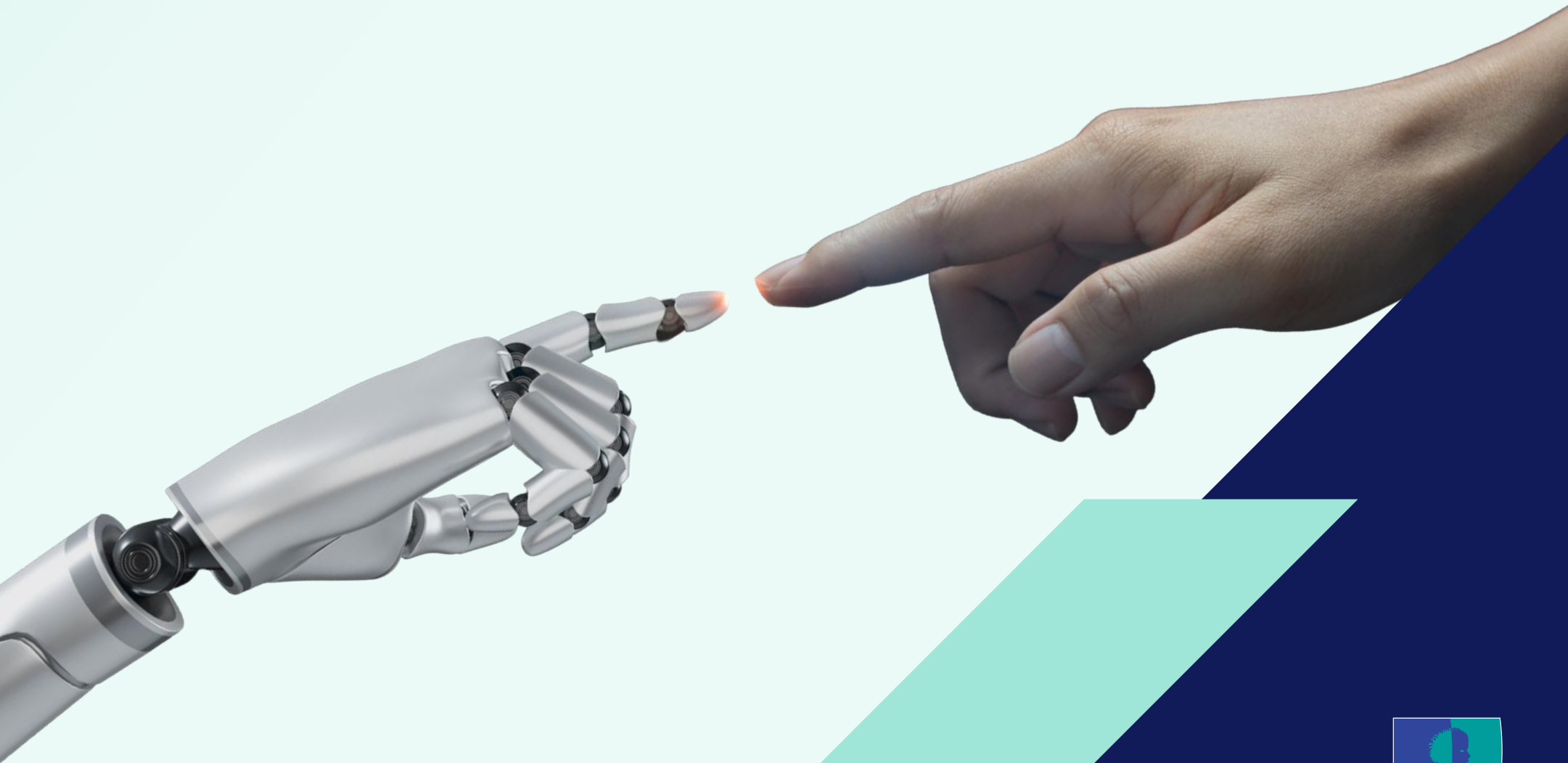


Clear Boundaries for Acceptance

Netizens comfort with AI varies according to how it is applied. People tend to be highly accepting of AI in practical settings such as healthcare, financial services, workplace support, and operational decision-making, where the benefits are tangible and measurable.

However, there is greater caution when AI enters areas involving politics or public opinion. Applications that shape beliefs, generate news, or influence societal discourse typically attract higher levels of scrutiny.

This distinction highlights an important principle: people are generally comfortable with AI enhancing analysis and efficiency, but they remain cautious when it seeks to influence human judgment.



The Road Ahead

At the heart of India's affluent online consumers, AI story is a rare balance. The country's netizens combine optimism with awareness, trust with skepticism, and rapid adoption with a demand for accountability. Younger consumers are leading this transformation.

As AI becomes increasingly central to economic and social development, India's affluent online consumers stand out as a consumer segment that is not simply adopting the technology but is integrating it into everyday life.



Methodology

India fieldwork consisted of online interviews with 1000 sample among NCCS A

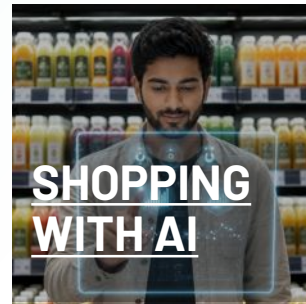
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Ipsos blends Human Intelligence with AI acceleration to deliver insights that are fast, deep, and culturally relevant. Our 2026 solutions — including Digital Twins for consumer journeys, AI-powered moderation in UU, and EDGE frameworks for agile decision-making — empower clients to unlock productivity, transform customer experiences, and drive growth. With transparency, trust, and responsible innovation at the core, Ipsos helps organizations harness AI confidently to shape smarter strategies and sustainable success.

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